



LIFE

SWIM SUIT IN PACIFIC

JULY 3, 1939

10

CENTS



WHEN YOUR TURN COMES to be the one that's hot and "all in," just reach for a long, tall glass of well-chilled iced tea—made with a good *black* tea. There's tangy coolness! There's refreshment. Iced tea is so versatile. Delicious alone—as a 'tween meals cool-off.

And it adds untold zest to other good things. Thirst drowns in a flood of cool contentment and you face the world with renewed energy. For Mr....and Mrs.... and Miss America agree: "Tea peps you up!" Yes, do get some good black tea—now—ice it—and see.

These good black teas are especially suited to the American taste. For economy and full enjoyment... buy quality tea



MR. ICE
CUBE
SAYS:



THIS PIECE OF A
CENT THAT I AM HOLDING
SHOWS YOU THAT ICED TEA
COSTS LESS THAN 1¢ A GLASS.
ISN'T IT NICE THAT THIS
GRAND DRINK IS
SO INEXPENSIVE?

TEA

PEPS YOU UP!



No Car Manufacturer Ever Did it Before!

Manufacturers can be expected to put the highest quality of engineering, the finest features, into their *highest-priced* cars.

While high-priced cars are not identical, they *do* resemble each other on 25 important features which spell extra quality to the buyer.

But for the *first time* a manufacturer has put this same kind of quality engineering into his *lowest-priced* motor car.

Plymouth *alone* of "All Three" low-priced cars has the majority of these big features...more, in fact, than the "other two" combined.

Of 25 Important Features Found in Most High-Priced Cars—
PLYMOUTH HAS 20...
CAR "2" HAS 9
CAR "3" HAS 7



20-9 and 7...concrete evidence that Plymouth is the *one low-priced* car that's most like the *high-priced* cars in quality!

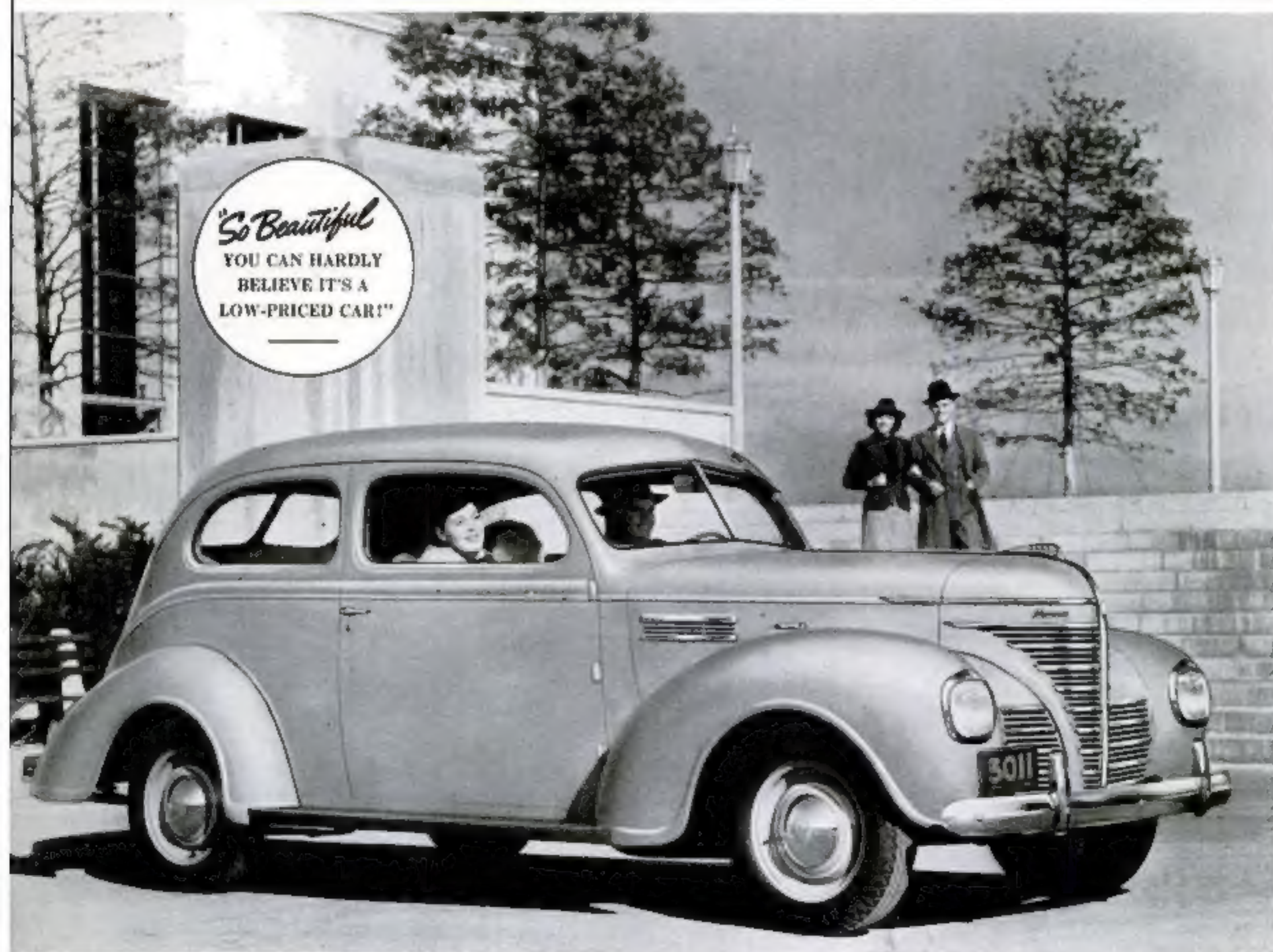
And that's reflected in Plymouth's tremendous gains in sales all over the country!

The public has learned what these important features mean in *added value*. Here are a few of them:

- ALL-SILENT TRANSMISSION
- X-BRACED FRAME
- "L-HEAD" ENGINE
- FOUR RINGS PER PISTON
- COIL SPRINGS—ALL MODELS!
- HYPOID REAR AXLE
- FULL PRESSURE LUBRICATION

Think of it...out of a total of 25 important quality features, the Plymouth "Roadking" gives you 20...and the De Luxe Plymouth has 24!

And that's the kind of finer quality that has made Plymouth the fastest growing car in the history of the industry...the *best buy*!

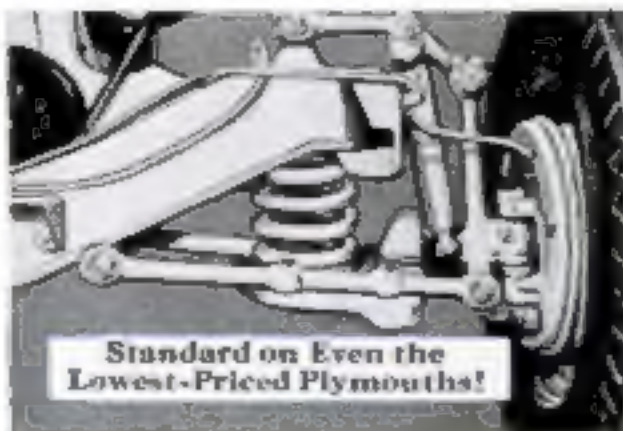


BIGGEST OF "ALL THREE" low-priced cars, Plymouth has time-proven Hydraulic Brakes, Floating Power Engine Mountings.

COUPES \$645 SEDANS \$685
START AT START AT

—DELIVERED IN DETROIT, including front and rear bumpers, bumper guards, spare wheel, tire and tube, foot control for headlight beam with indicator on instrument panel, ash-tray in front and rear, sun visor, safety glass and big trunk space (19.3 cubic feet). Prices include all federal taxes. Transportation and state, local taxes, if any, not included. See your nearby Plymouth dealer for local delivered prices and convenient terms. PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.

TUNE IN MAJOR BOWEN AMATEUR HOUR, COLUMBIA NETWORK, THURSDAYS, 9-10 P. M., E. D. S. T.



Standard on Even the Lowest-Priced Plymouths!

AMOLA STEEL coil springs—finest design in the industry—account for the wonderful smoothness of Plymouth's new ride.

And Plymouth is the only one of "All 3" low-priced cars with steering-post gear shift standard on De Luxe models at no extra cost.

PLYMOUTH BUILDS GREAT CARS

THE "ROADKING"
THE "DE LUXE"





1 Nan Grey, featured with Tom Brown in the new Universal picture, "Ex-Champ", is . . .



2 . . . pictured here with Clare W. Bunch, President of the Monocoupe Corporation. He flew non-stop from coast to coast in 23 hours and 25 minutes, breaking the previous record for light planes by more than 7 hours. And . . .



3 . . . to keep his speedy little Monocoupe safely lubricated on this record flight Bunch used Sinclair Pennsylvania Motor Oil. This is exactly the same oil sold . . .



4 . . . by your nearby Sinclair Dealer for your car. Try Sinclair Pennsylvania. You'll find it lasts so long it saves you money.

LETTERS TO THE EDITORS

Growth in the Comics

Sirs:

In your June 5 issue you say that "Gasoline Alley is only comic in which characters, including Skeezix, grow up."

Characters also grow up in three other comics: *Blondie* (she and Dagwood were once single and now are married with a son over a thousand comic strips old); *Terry and the Pirates* (Normandie married and mothered); and *Freckles and his Friends* (trousers have replaced the knee pants Freckles wore when he was younger and smaller).

FRANK E. COHO

Lancaster, Pa.

Sirs:

What about Freckles?

ALFRED C. HAYNES

Grand Rapids, Mich.

Sirs:

What about Blondie?

MARGARET NEWSTEAD

New York, N.Y.

Sirs:

Baby Dumpling is slowly but steadily striding toward manhood.

ROLAND M. WHITMIRE

Muncy, Pa.



BABY DUMPLING AND BLONDIE

● LIFE readers know their comics. However, Skeezix and his Gasoline Alley friends are the only characters who grow at the normal rate. Freckles was six in 1915, is only 17 today. Baby Dumpling (see cut), son of Blondie & Dagwood Bumstead, grows by fits and starts.—ED.

Peace Threat

Sirs:

As for your Mary Fraser, or rather Ottawa's Mary Fraser (LIFE, June 12), who has such a low opinion of the U.S.:

The U. S. has no ill will toward Canada. LIFE has no ill will toward Canada, the Americans and Canadians have no ill will toward each other, and the only person who looms up as a possible threat to the peace of our happy hemisphere is Mary Fraser.

CARL A. BROADBUSH

Portsmouth, Va.

Top This?

Sirs:

Owen A. Smith's letter regarding a "100% LIFE Issue Club" (LIFE, June 12) interested me. Can any LIFE reader top this: I not only have several complete sets of LIFE from the first issue to the present day, but regularly receive five subscriptions—three out in my library

in the country, one at the office and one at my home in New York. As a specialist on photographic documentation and chronicling of history-in-the-making, I need several copies so that I can clip some issues and keep both sides of the page in the proper order. Your magazine is unique, superlative and indispensable. Even more impressive is the fact that it is growing cumulatively in range and significance.

M. LINCOLN SCHUSTER

The Inner Sanctum of Simon and Schuster
New York, N.Y.

Devil's Island

Sirs:

While discussing your vivid pictures of penal existence at Devil's Island, my wife recommended that I read *Dry Guillotine* by the escaped convict René Belbenoit.

I have just finished this interesting account of his experiences in the colony which, you will recall, concluded with the description of his spectacular escape. Last lingering impression was of the bedraggled Belbenoit hopefully entering the outskirts of Los Angeles.

And now I—and probably countless others of your readers—would certainly appreciate learning what became of him.

JACK R. WATKINS

Evening Record

Lansford, Pa.

● René Belbenoit, whose deportation to France would probably mean his return to Devil's Island, is in New York on a temporary visa. A bill is before Congress to grant him U.S. citizenship.—ED.

Annapolis Dates

Sirs:

Don't you think it strikingly ungallant for the future admirals of the U. S. Navy to leave their dates at the Academy gate after a hop (LIFE, June 12)? Unless things have drastically changed at the Academy since 1937, when I bilged a math course there, and promptly found myself on the outside looking in, midshipmen still like that goodnight kiss on ivy-covered porches as well as any college man.

BILL HENNEY JR.

University of Nebraska
Lincoln, Neb.

Sirs:

As a Navy drag of three years' standing, I wish to correct your caption in LIFE, June 12. If a Midshipman bids his drag goodnight at the Academy gate, I can only say that he must have poor manners. Another possibility being that the girl doesn't have what it takes.

WINIFRED LAMAR

Stevenson, Md.

● Cadets have 40 minutes to take their dates home after the hop. But some of them spend the 40 minutes on the Academy grounds. In other cases the girls, after being taken home, walk back with their escorts to the Academy gate.—ED.

Exonerated

Sirs:

In your issue of May 22 under the heading "Twelve Impatient Widows,"

YOUR ADDRESS?

IS the address to which this copy of LIFE was mailed correct for all near future issues? If not, please fill in this coupon and mail it to LIFE, 330 E. 22nd Street, Chicago, Illinois.

Effective _____ DATE _____ my mailing address for LIFE will be:

NEW ADDRESS

Name _____ PLEASE PRINT

Address _____

City _____ State _____

OLD ADDRESS

Address _____

City _____ State _____

here appears the photograph of Mrs. Rose Smigel Shenkman with the following inscription, "Mrs. Shenkman dealt with Bolber, lost her husband."

Permit me to state that when Mrs. Shenkman's case was called for hearing before Judge McDevitt, Assistant District Attorney, Vincent P. McDevitt and Captain James Kelley of the Murder Squad stated to Judge McDevitt that upon exhumation of the body of H. David Smigel, first husband of my client, there was no trace of arsenic found in his body and that in their opinion he died a natural death. Mrs. Shenkman was then discharged and fully exonerated.

May I ask you to inform the world that my client was discharged from custody and as was stated by the District Attorney, "Her arrest was made as a precautionary measure only."

DAVID N. FELDMAN
Philadelphia, Pa.

Lies, Errors, Fancy"

It has been said that the camera cannot lie—but that is just about all that doesn't in LIFE's article on the New England Intercollegiate Flying Club meet in the issue for June 12. The text of the article was brazenly written with the facts obviously subordinated to sensationalism.

The events of the meet are neither dangerous nor glamorous in character, in fact they are considered dull as far as the spectator is concerned. Only one event—paper strapping—is acrobatic, and this is



ATTERBURY AND FLYNN

conducted according to the regulations of the Civil Aeronautics Authority, which, I believe, a bit more experienced than LIFE when it comes to deciding what is dangerous and what is not. . . . There has never been an accident in any one of the five N. E. I. F. C. meets—yet LIFE blindly writes that "luckily, nobody was killed."

LIFE also erred badly in its guesses (what else could they be?) as to insurance rates and the cost of flying. My bank account is extremely flattered!

Jack Tweed, whom LIFE reports "made money by renting planes to contestants," is not an operator, and he received absolutely no monetary benefit from the meet.

LIFE was extremely untruthful in saying that the contestants drank beer "while waiting their turn to stunt," for no entrant drank ANY alcoholic beverage during the meet.

Aviation needs fair publicity, less printing of the editor's fancy and more of the reporter's facts. I hope that LIFE . . . having had its editorial mouth washed out with soap, will know better next time.

WILLIAM W. ATTERBURY Jr.
New Haven, Conn.

● William Wallace Atterbury Jr., who wields the soap so vigorously, is the son of the former president of the Pennsylvania Railroad.

Colleges which allow student flying at all consider it sufficiently dangerous to require that fliers get their parents' written permission.

LIFE erred on the cost of crash insurance. It averages 10-15% instead of 50%. Lessons average \$4-8 per hour.

Entrants did not drink beer during the meet (see below).—ED.

Flynn Didn't Drink

Sirs:

I wish to call your attention to the photograph on page 51 of the June 12 issue of LIFE with the title "Joe Flynn of Amherst drinks beer." wish to advise that the photograph is not that of Joe Flynn, nor does his picture appear on page 50 or 51, nor does he drink beer. The photograph on page 52 of Flynn is O.K.

FRANK E. FLYNN

Republic Steel Corporation
Warren, Ohio

● LIFE's apologies to Joe Flynn. The beer-drinking student on page 51 was Tommy Lussen, a spectator. Young Flynn is shown in picture at left, receiving a trophy from W. W. Atterbury Jr.—ED.

What! No Hatrack?

Sirs:

In the picture of Their Britannic Majesties signing the guest book at the World's Fair (LIFE, June 19) I noticed, with horror, that the King's gray topper was reposing ignobly on the floor. Can it be Perylon Hall provides no hatrack for its distinguished visitors? This is awful.

HENRY H. HEINS

Hollis, N. Y.

● The King might have used Perylon Hall's swank Checkroom of Tomorrow. He chose the floor.—ED.

Death of Patsy Coughlin

Sirs:

In LIFE, June 5, there appeared a picture captioned "Wyoming horse thief is executed." As a then young newspaper editor located at Evanston, Wyo., I covered this case from its inception.

Patrick Coughlin was not a Wyoming horse thief; he was—and he wasn't—a horse thief at any time, as the following facts will show: "Patsy" Coughlin and a boyhood companion named George (both under age) playfully bumped into a fruit stand stationed on a canyon street in Park City, Utah. The scramble of fruit brought forth resounding yells from the owner, which in turn were conveyed to a police officer a block away. The boys ran down the canyon road and in their frenzy mounted a horse accommodately stationed at the extreme end of the city street. This movement brought other officers to the scene and the hunt was on. Unfortunately for the boys, a rifle was strapped to the saddle. The search lasted for several days, when Constable Stag of Echo, Utah, called in City Marshal Ed Dawes of Evanston, Wyo., for police assistance. The officers proceeded to an abandoned ranch cabin near Wyuta, about 15 miles west of Evanston, on the Utah side. As a member of the posse, I recall that the body of Dawes was found near a fence post directly in front of the cabin window, while the body of Stag was found in the rear of the cabin. After two days' search the boys were apprehended and placed in a Utah prison. George, on the plea of being the youngest and having been led by Coughlin, was sentenced to life imprisonment and was later paroled.

Standing close to the chair in which young Coughlin was strapped, well do I recall the words of a Catholic priest when he said, "Now, Patsy, be brave," and the responsive answer of the youth, "You bet your life I will, Father."

LIFE's pictures of the execution were accurate; but young Coughlin was no horse thief in the understanding of the day.

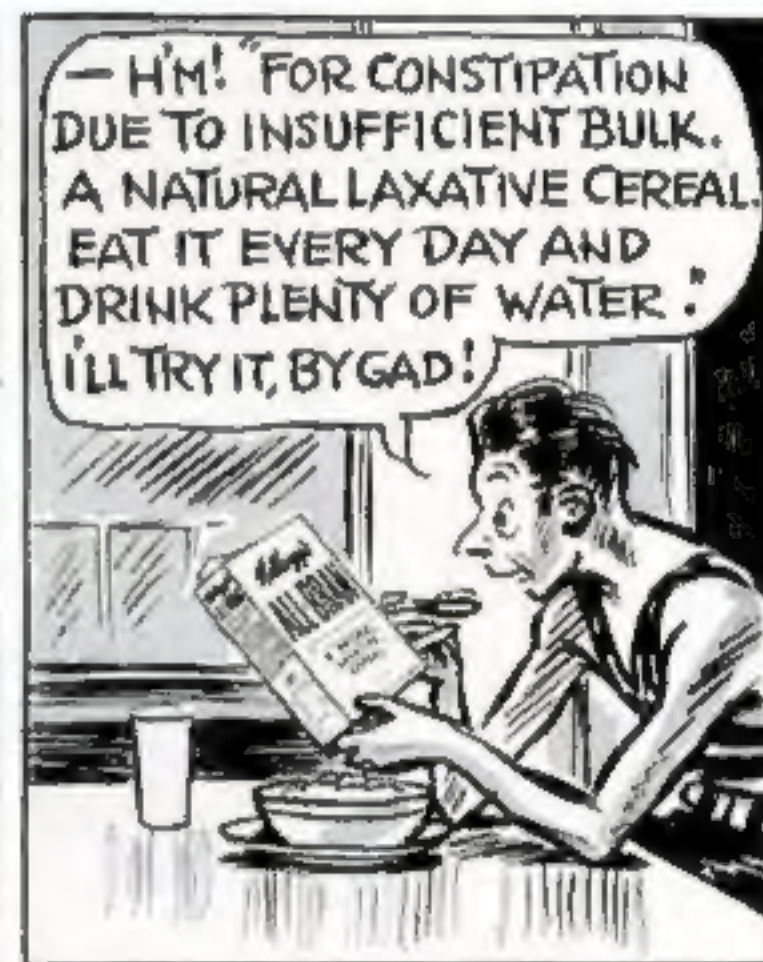
J. U. ALLARD

Cheyenne, Wyo.

● By a remarkable coincidence LIFE's account of the Coughlin execution was based on Mr. Allard's own graphic news story, published in the Dec. 19, 1896 edition of the Evanston News-Register. In calling Coughlin a horse thief LIFE was following Mr. Allard himself, who referred to "the two outlaw horse thieves, Ned George of Salt Lake and Pat Coughlin of Park City."—ED.

LIFE OF THE BEACH!

—by C. A. Voight



IS there a better way to correct constipation than just bearing it first and trying to cure it later? There is, if it's the common kind due to lack of "bulk" in the diet. Get at the cause and prevent the trouble with that crisp, bulk-rich cereal—Kellogg's All-Bran. Eat it daily, drink plenty of water, and see if the world isn't brighter! Made by Kellogg's in Battle Creek. Sold by all grocers.

Copyright, 1939, Kellogg Company



Join the "Regulars" with
KELLOGG'S ALL-BRAN

This One



W7HZ-U5R-HTN4



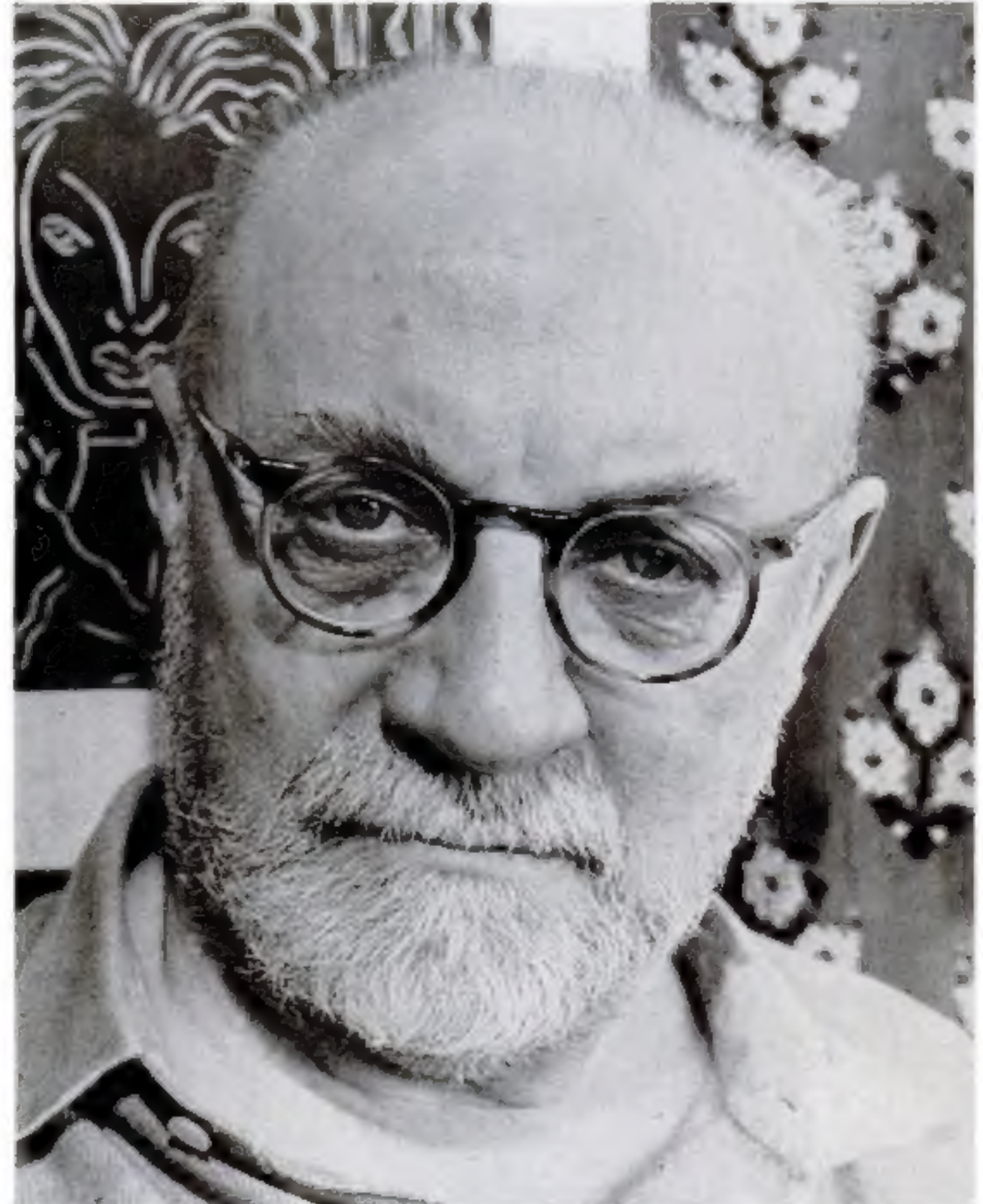
"The Shame" is a study of a Finnish baroness who posed in Paris during a pleasure trip. She refused to pose completely nude, so Blumenfeld draped her face as well as her torso.



"Springtime in Paris" would be a conventional picture but Blumenfeld made it a masterpiece by focusing on the furtive shadows of the leaves and symmetry of the sidewalk design.



Tapestries are rarely photographed. This detailed study of part of a 15th Century French tapestry brings out every thread. Tapestries offer a new field of photogenic possibilities.



Henri Matisse, 70-year-old dean of living French painters, was photographed by Blumenfeld in his Paris studio as he stood before a linoleum print (left) which he had just finished.

SPEAKING OF PICTURES

...BLUMENFELD'S ARE THE TOPS

Erwin Blumenfeld is to European salon photography what Margaret Bourke-White is to U. S. news photography. Both combine technical mastery with refreshing originality. Although Blumenfeld was a shopkeeper in Holland until five years ago, he has since won renown, chiefly for pictures of beautiful women published in *Vogue*. Reproduced here is one of his "beauties" (right) and some of his best general work.

Blumenfeld's originality is based upon surprise. Unlike Cecil Beaton (lower right), he delves into fantasy without being effete. *The Shame* (far left) resembles ordinary "leg art" until the eye suddenly catches the weird effect produced by draping model's face. At first glance *The Box at the Opera* (below) seems to be merely a pretty photograph, but on closer scrutiny it is part photograph, part painting. This element of fantasy U.S. salon photographers have yet to exploit fully.



"The Powder Puff" has an air of feminine elegance. The pretty model's head is thrown back in such a way that her neck

becomes a gentle curve, as she gazes adoringly at a powder puff that has been attached to the tip of a rose stem.



"The Box at the Opera" is part painting, part photograph. Renoir's painting was first photographed. Girl in it was then blacked out and an English actress, Greta Gynt, substituted.



Cecil Beaton, the English photographer, posed for this novel portrait by standing behind a pane of ground glass, which helps to create the illusion that Beaton is sporting a beard.

*To come back faster
—take Sal Hepatica!*



MRS.: What'll I do, Jack? I've asked everybody and his uncle for lawn supper tonight. I've bought a knockout dress, and lo! I come up with a sickish headache! Even with a laxative, it'll be hours before my head clears.

MR.: Not if you take Sal Hepatica, angel.



MRS.: Why? Is Sal Hepatica different from other laxatives?

MR.: You bet it is! First, Sal Hepatica's laxative action is both quick and gentle. Second, Sal Hepatica counteracts excess gastric acidity—chases that sickish feeling fast.



MR.: Grand party, grand little hostess. And, light of my life, you *do* look marvelous!

MRS.: Feel marvelous, Jack. Your glass of sparkling Sal Hepatica has made a new woman of me!

SAL HEPATICA

Get it at your druggist's today!

TUNE IN! "What's My Name?"—It's new, it's fun—Wed. at 9 P. M., E. D. S.T.

SPEAKING OF PICTURES

(continued)



"Manina," who in real life is the wife of a Hollywood scenario writer, rests her head at a roguish angle on the torso of a classical statue for this amusing picture. Blumenfeld believes that American photographers are far superior in technical work to their European contemporaries. His specialty is photographing women.



Draping with wet silk produces another strange picture of the shapely Finnish baroness shown on page 4. Below, *Swastika* is formed by one leg. It is a trick picture, but not done by photomontage. Blumenfeld's Linhof 9 x 12 camera has a revolving back which enables him to take four different pictures on one negative.



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LIFE'S COVER: Because most pictures of starlets in bathing suits are for the simple but serious business of getting publicity, starlets seldom have to go near the water. Exceptional therefore is this week's cover picture of Joyce Mathews, Paramount starlet, braving the breakers of the Pacific. Miss Mathews, 20, was brought up on her father's island estate just off Miami, Fla., learned to swim young, has won a number of swimming prizes. The suit she wears is made of satin Lastex, costs \$2.95. For other starlets in new suits turn to page 48.

NEW PLAN ASSURES MEN \$200 A MONTH AT 60; FULLY PROTECTS THEIR FAMILIES



Not often does an insurance policy become "news." But a unique plan recently worked out by The Union Central Life is catching the attention of fathers all over the country. This plan is almost a complete insurance program in a single policy. First, it assures you \$200 every month for life starting at 60, so that you need never worry about a job again, can spend long happy years doing the things you've always wanted to do (above). Second—and even more important if you have a wife and young children—in the event of your early death, the plan will pay them \$200 every month for 20 years to keep them safe and comfortable (see below). After your youngsters are educated and well started in life, your wife will receive a generous annuity. This remarkable policy, aptly called "COMPLETE PROTECTION," is easier to own than you probably think. If you'd like full details, just drop a card giving your name and address to The Union Central Life Insurance Company, Dept. B-3, Cincinnati. It's a \$300,000,000 institution with 72 years of experience.



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Peak of all Night Caps!



INVIGORATING as a brisk, fast-moving novel is Heinz Tomato Juice. Try a tall, chilled glassful to enliven the mid-afternoon lull. You never tire of the refreshing flavor of this thick, ruddy drink. Like a treasured book, almost worn with re-reading, it invites you again and again . . .



CHILDREN GO FOR Heinz Tomato Juice at bedtime—or any old time! It's good for them, too, because we've snared all those elusive little vitamins by pressing specially grown, thoroughly sun-ripened tomatoes within hours of harvesting. Keep Heinz Tomato Juice chilled—for the youngsters and oldsters, too!

JUST a glass at nightfall—a tall, cool tumblerful of Heinz Tomato Juice—is a soothing send-off to slumber, a perfect toast to tomorrow! For in this sparkling drink we've captured all the scintillating freshness of Heinz "aristocrat" tomatoes. These scions

of a long line of pedigreed seedlings are picked at their plump prime—then hustled to Heinz kitchens to be pressed. Say "Good Morning," too, with Heinz Tomato Juice. At mealtime or in between, you'll find this tangy beverage welcome as an oasis in the Sahara!

Heinz Tomato Juice

SEE THE HEINZ EXHIBITS AT THE SAN FRANCISCO EXPOSITION AND THE NEW YORK WORLD'S FAIR!

TOMATO JUICE COCKTAIL

Mix 2 cups Heinz Tomato Juice, 2 tbs. chopped parsley, $\frac{1}{4}$ tsp. each Heinz Pepper Sauce and Heinz Worcestershire, 2 tbs. chopped onion, $\frac{1}{2}$ tsp. sugar, 1 tsp. lemon juice, $\frac{1}{4}$ tsp. salt. Chill, strain and serve. Downright refreshing.





ADMIRAL HARRY ERVIN YARNELL, COMMANDER IN CHIEF OF THE U. S. ASIATIC FLEET, SMILES A POKER SMILE AT JAPAN FROM UNDER THE GUNS OF HIS FLAGSHIP

AN AMERICAN ADMIRAL AND HIS 36 WARSHIPS STAND GUARD ON ASIA'S WAR

The most powerful American and probably the most powerful white man in China today is the admiral shown above. He is Harry Ervin Yarnell, Commander in Chief of the Asiatic Fleet of U. S. Navy. Aboard his bomb-scarred flagship *Augusta* he has been in the thick of the Japanese war in China. While protecting American lives during that conflict, he has lost three U. S. seamen. This month, his tour of duty well done, he will be relieved by Admiral Thomas C. Hart.

Admiral Yarnell is powerful because today in China Japanese men of war count for far more than Japanese or Chinese diplomats. Hence there is not much the U. S. Ambassadors to China and Japan can do. But Admiral Yarnell is in complete command of 36 U. S. warships in Asiatic waters. And he has been given sweeping authority to act as he sees fit in the field. When he addresses his opposite number in the Japanese Navy, Vice-Admiral Oikawa of the China Fleet, he is in a position to talk turkey.

Last week this fact suddenly took on world im-

portance. The Japanese were forcing an explosive blockade on the British Concession at Tientsin and another on the international concession at Amoy. The Japanese Navy was in the act of capturing the Chinese port of Swatow. As it did so, it curtly warned a U. S. and a British destroyer in Swatow harbor to get out. The commander of the American destroyer *Pillsbury* radioed Admiral Yarnell for instructions. Within an hour Yarnell, who had just visited Tientsin's British Concession and was at Chinwangtao, radioed back: "We're staying at Swatow." Furthermore, he added, Japan was not to think that its warning absolved Japan from responsibility in case American lives were lost at Swatow. The principle at stake, said Yarnell, was the U. S. Navy's right, under Chinese treaties, to protect its nationals wherever they were.

This message had an electrifying effect on the Japanese Navy. It thanked Admiral Yarnell for his "sympathetic attitude." In Washington, Yarnell's

radiogram started a frenzy of consultation but the diplomatic experts found it impeccable and Secretary Hull backed the Navy man up to the hilt.

Harry Yarnell was No. 4 man in one of the U. S. Naval Academy's greatest classes—1897. He played class football and in the yearbook, of which he was business manager, was described: "Thy modesty is a candle to thy merit." He saw something of the Spanish-American War and the Boxer Rebellion in China. But he hurt his career at the London Naval Conference of 1930 by proposing that U. S. cruisers be built with a view to using British bases, in opposition to the U. S. Navy old guard. He understands Japanese and Chinese but uses an interpreter for poker-face reasons. He loves to stand on his bridge with binoculars and watch the native life ashore for hours. He is a fanatic on naval maps and on his two grandchildren. His son-in-law, a No. 1 at the Naval Academy, is his flag lieutenant. His wife is an admiral's daughter. But at 63 Admiral Yarnell must retire this October.

JAPAN'S ARMY TURNS FROM CHINESE TO THE BRITISH

On July 7, Japan will have finished two years of trying to conquer China. How far it has got is shown on the map at right. Japanese law and the Japanese yen more or less rule in the white areas, which conspicuously follow the rivers and railroads and coast. Even in these areas, however, Chinese magistrates dispense Chinese law in many of the suburbs and the peasants will accept the yen only at a bayonet's point. And in many of the supposedly "conquered" areas, large armies of Chinese guerrillas continually thrust and run, avoiding capture on frontal warfare. In effect, Japan finds itself trapped between not being willing to lose and not being quite able to win in China.

The key to all this is that Japan has not declared war on China and that therefore white men may legitimately give Chinese armies and finances what support they choose. The U. S. and Britain have altogether advanced the Chinese \$67,000,000 since the war began and in Shanghai a Chinese-British Currency Stabilization Commission bolsters the Chinese "dollar" against the Japanese yen. British and American trucks and munitions roll up the Burma Road to the Chinese capital of Chungking while French goods pour in from French Indo-China.

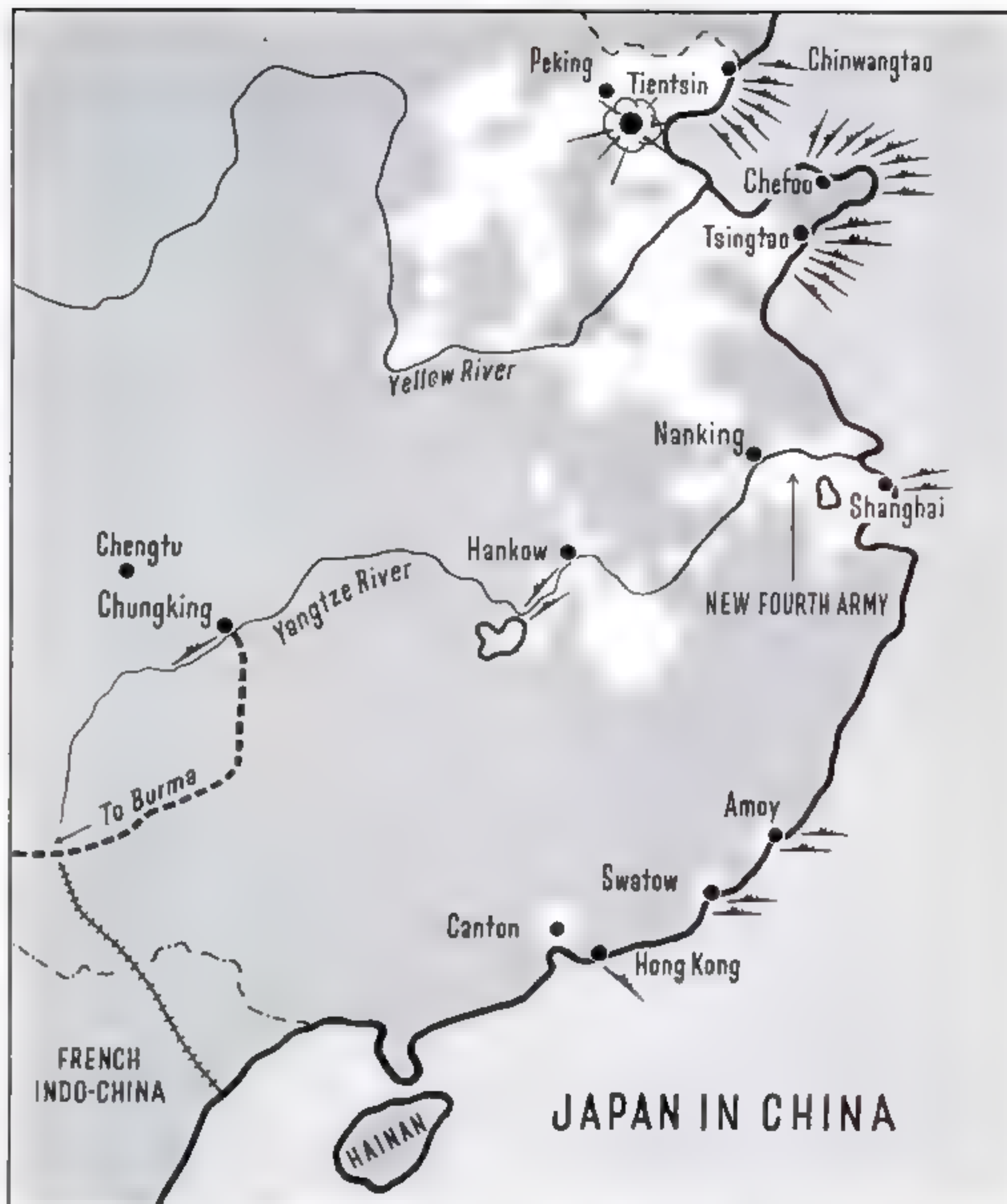
This supply of arms is only a nuisance to the Japanese, but the supply of credit to China is nearly fatal. Japan has pegged its yen at 34¢ and tried to force it on "conquered" China, but white men's banks in the same territory will pay only 16¢ for it.

For these reasons the Japanese Army, somewhat simple-minded in financial matters, provoked the now-famous Tientsin Incident against the British. Pretext was a Japanese demand for the surrender of four suspected Chinese assassins held in the British Concession. Technique was a blockade of the British Concession which was extended to the French Concession because it covers one border of the British. Last week the plot thickened.

At Tientsin, the Japanese began manhandling and stripping Britons who tried to pass the barbed wire Concession barrier, while being elaborately polite to Americans. All business in the British Concession had stopped. Milk and ice were running short. The Japanese shot 1,000 volts of electricity through the barbed wire. At this point, U. S. Secretary of State Cordell Hull protested to Japan, not over Tientsin, but over a simultaneous similar blockade of the international concession of Kulangsu Island at Amoy and over 150 Japanese bombings of U. S. property, mainly Christian missions.

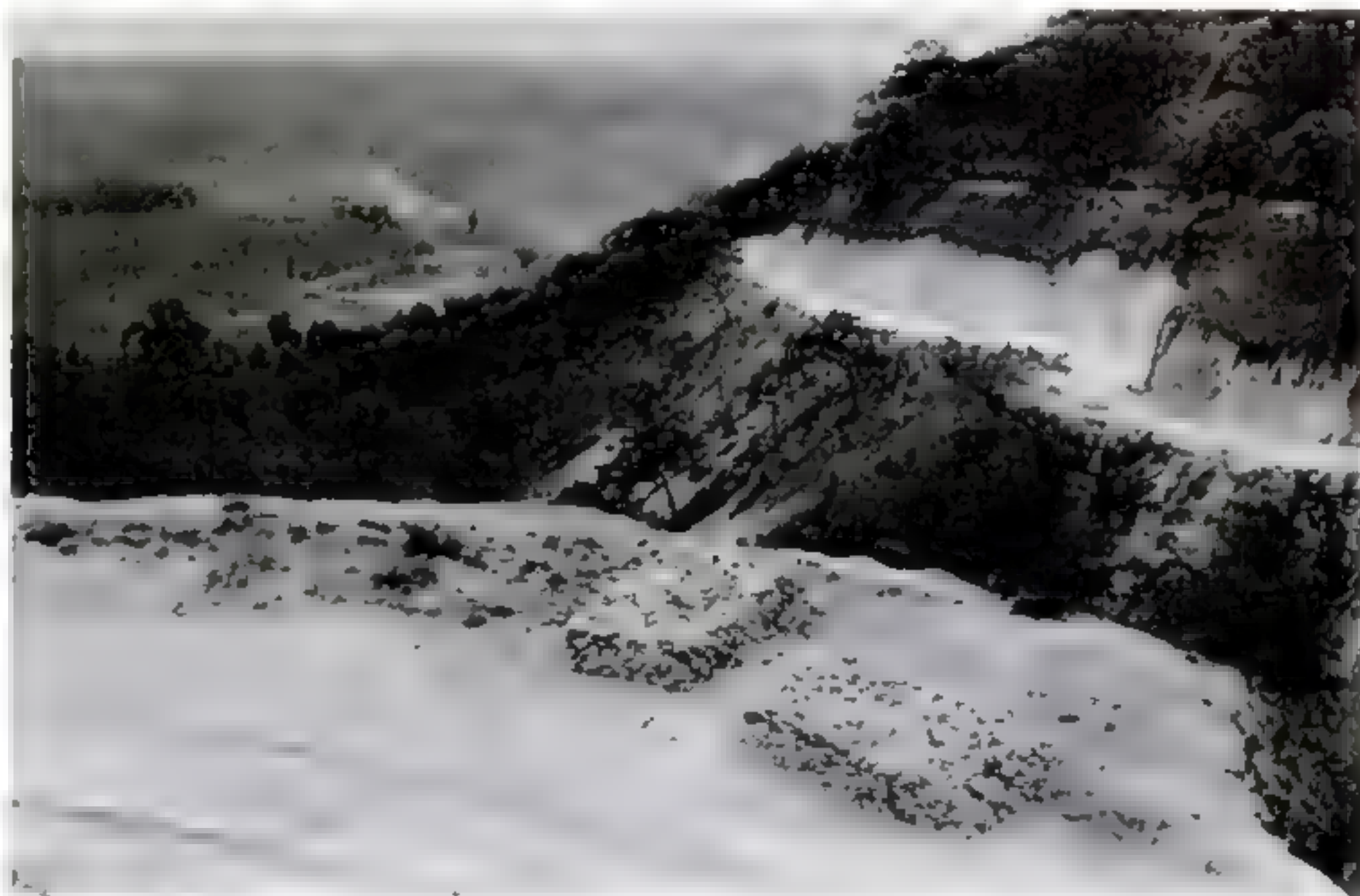
Still dressing for dinner and playing polo and cricket, the British at Tientsin shipped some 100 of their women and children out to a coast resort. Two British warships anchored at the British Bund, but Japanese soldiers at the barrier were stripping and humiliating more and more important Britons. The top at week's end was the honorary delegate of the Dominion of New Zealand, who said "thank you" after he had been slapped in the face with his own passport and stripped in front of several white women. In London, Prime Minister Neville Chamberlain began to get hot under the collar. Strong representations against such "intolerable insults" were made to the Japanese Ambassador. And the explosive situation at Tientsin remained the same.

Masses of Chinese silver bullion are held in foreign concession banks throughout China. Chinese businessmen began a run on these banks. The Chinese Government and the British banks finally had to declare a moratorium on Chinese silver money in Shanghai, as the Chinese "dollar" plunged from 10¢ to 12¢.



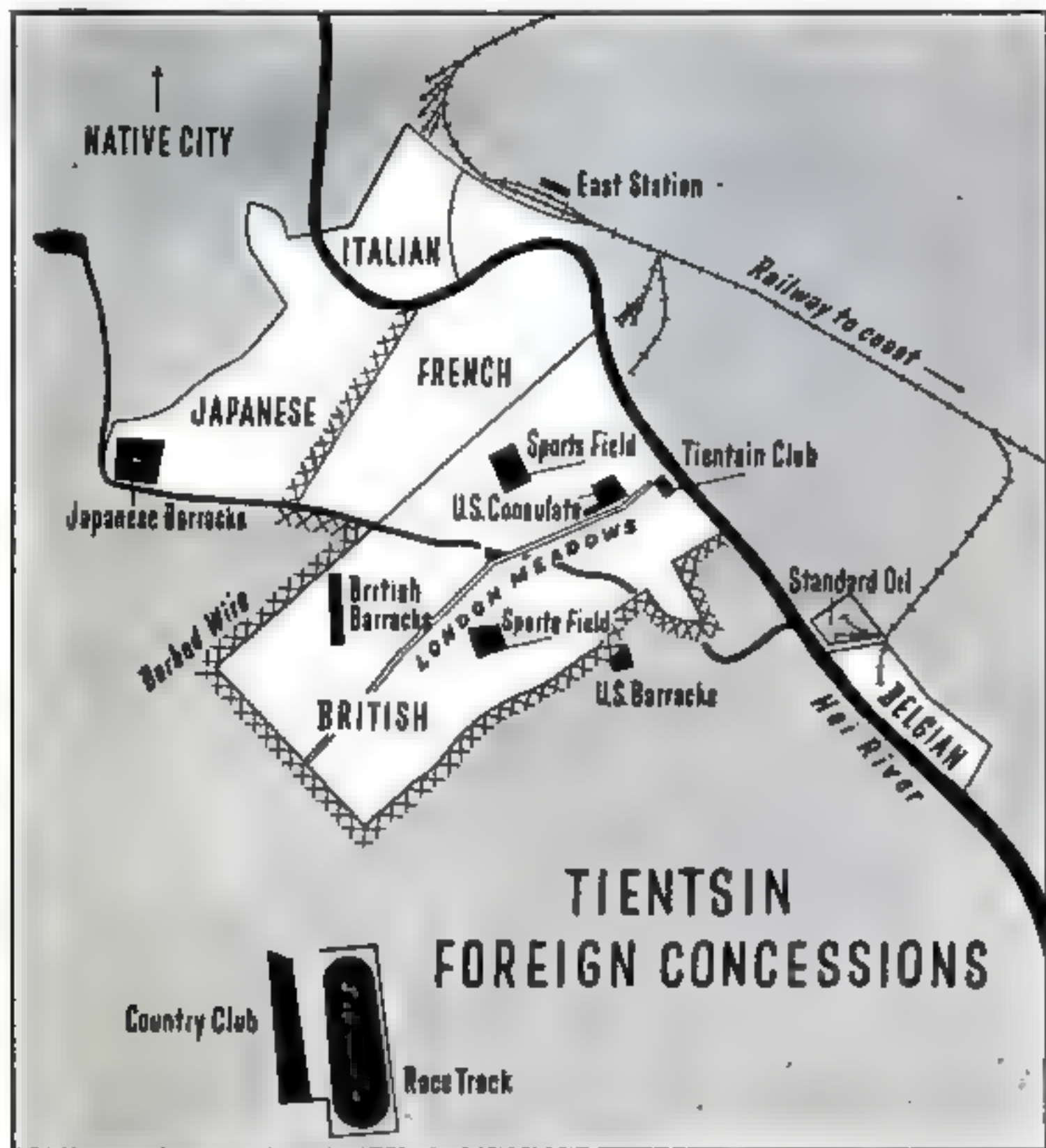
Japan's conquests in China are here shown in white. Tientsin was the explosive trouble spot of the week. Other international troubles were at Swatow and Amoy. The 33 little ships shown are U. S. men-of-war in China waters. Ar-

mural Yarnell was aboard heavy cruiser *Augusta* at Tsingtao. China's capital in two years has fallen back from Nanking to Hankow to Chungking where munitions now arrive over Burma Road (see below). Chengtu is reserve capital.



The Burma Road is China's back door by which most munitions are now trucked to Chungking from Rangoon and

French Indo-China. It is 1,400 miles long, snakes through terrible mountain country and means life or death to China.



The Japanese blockade cuts Britons off from meettrack and country club outside the Concession, forces them to walk their dogs at sports fields. A canal bisects the Concession.



Barbed wire surrounds the British Concession. Last week the Japanese shot 1,000-volt charges of electricity through it, succeeded only in killing one Chinese cook, one stray dog



The River Hai winds past all the Concessions in Tientsin. Here is the wide concrete Bund, where the British warships

are tied up last week and where the British supply ship *Medway* unloaded a cargo of much-needed food for those inside the

Concession. There is, however, small likelihood of any Briton's starving to death as a result of the Japanese blockade.

(continued)

CHINA'S GUERRILLA ARMIES STAB JAPAN IN THE BACK



AGNES SMEDLEY

On these pages you see what is wearing out Japan in its long war with China. This is the New Fourth Army, a guerrilla outfit descended from a small Communist Army that fought the Chinese Government until four months after the war began. Today it fights the Japanese, not in the far

West or North, but in the "conquered" heart of China, the Yangtze River valley between Nanking and Shanghai.

This army totals some 40,000 men. They ambush the Japanese marching out of fortified points, lure big forces out by attacking little ones, mop up block-house outposts, tear up railroads and the fine motor

highways of Eastern China, hunt out and kill Chinese traitors and are careful to be friendly and helpful to the peasants. Before every attack, by night or by day, every man is instructed where to retreat, where to meet afterward. At this kind of war fare all the Chinese, Kuomintang as well as Communist, are brilliant.

The guerrilla armies' main areas of attack last week were west of Hankow, along the northern bend of the Yellow River, among the lakes west of Shanghai and in Shantung west of Tsingtao. Generalissimo Chiang Kai-shek has now practically given up frontal warfare.

These pictures were taken by an American sympathizer with the Chinese Communists, Agnes Smedley (*inset*), author of *China Fights Back*, who has marched many miles with these indomitable men and women. Feeling that she had been snubbed by the Communist Eighth Route Army in the Northwest, she transferred last winter to the New Fourth Army.



CHEN YI, A COMMANDER IN GUERRILLA ARMY



Propaganda Department of the New Fourth Army is called the "Enemy Work Department," composes and distributes handbills to the enemy soldiers. Many young Chinese who once idled on American college campuses are now having the time of their lives with the guerrillas.



Three Japanese prisoners with a New Fourth Army interpreter (*left*) are used to teach their language to the Chinese soldiers. This enables them to pose as Japanese soldiers, filter into Japanese-held posts for surprise attacks and read captured Japanese dispatches.



The rifles of the New Fourth Army subsidized by the Government may be anything, but these are old Mannlichers, so worn now as to be nearly worthless. Notice white flags stuck in barrels—a practice that will further run the barrels. Notice hand grenades at lower left.



Recruits come continually from the countryside where the New Fourth fights, for if the Japanese get in, rents go up, taxes are wrung from the peasants, morphine and heroin pour in and their attractive womenfolk are taken for the Japanese Army's "Comfort Houses."



Maneuvers are held for recruits of the New Fourth. These men are camouflaged with sheafs of straw but it is obviously foolish to advance against the skyline like this. Candidates

for commanders get three months' training, women six months for hospital and propaganda work, youths a year. In the lake region west of Shanghai, the soldiers are wet

most of the time, have only one padded winter uniform, one cotton for summer. They frequently advance on bare feet and when they retreat they carry their wounded with them.



The scouts of the New Fourth Army reconnoiter a valley for the enemy. The method of this army is to camp as far as 50 miles from its objective while its scouts feel out the

ground. Then in two nights of marching cross-country, they strike suddenly, do as much damage as possible and fade away as quickly. Their ultimate base is the lake region

of Kiangsi where many of their officers have been at home, in a Robin Hood-like existence, for years. They are constantly surrounded by an enemy 100 times their strength.

LIFE ON THE NEWSFRONTS OF THE WORLD

Congress gets new lending plan; Louisiana gets a Long; third-term handwagon gets going

The mechanism of the solar system, moving with awesome precision in its celestial course, on June 22 brought the earth to a critical point in its 584,900,000-mile yearly journey around the sun. Right on schedule, at 2:40 a.m., the earth was tilted so that its equator stood at a $23\frac{1}{4}^\circ$ angle to the sun's path, and over the northern half of the earth summer began. No reporter covered nor photographer pictured this most vital event of the week for the human race. They were busy winding up the college sport season at Princeton, where the great Wooderson lost the Princeton Mile (p. 20). They wandered to bathing beaches and were confronted with a red menace in swim suits (pp. 48-51). They had their annual chore of photographing the hundreds of people who were awarded honorary degrees (p. 16). And with vacations looming, they covered the year's two great vacation spots, the Fairs in New York and San Francisco. The New York World's Fair, to which LIFE this week goes (pp. 54-60), seemed certain to go over the top as a business venture as well as a show.

Lending Plan. What Congress most wanted last week was to go home, but several people stood in its way. Miss Tullulah Bankhead insisted that the Federal Theatre be saved (see p. 18). The little band of Silver Senators began a filibuster to raise the Government's



JONES

buying price for their favorite metal. And President Roosevelt popped another Federal lending program. The lending program was headlined as a "four-billion-dollar plan" but less than one billion would be spent in the next fiscal year. The projects for which the money will be loaned, if the plan is accepted, are supposed to be "self-liquidating" (i.e. will pay for themselves), like Herbert Hoover's in 1932. Government agencies will borrow the money to pay for them and hope to get it back to lend again, as the RFC has been doing. The money will go for things like express toll highways, bridges, waterworks, hospitals; for building railroad equipment and renting it to the railroads; for rural electrification and rehabilitating tenant farmers. Jesse Jones, whom the President last week appointed to head a new consolidated Lending Agency, will pass most of the money out.

Every time the Government has spent and lent money, it has pushed the level of business up. But every time the spending and lending has tapered off, business has slumped. The money that is pumped out swells consumer purchasing power but never yet, in three tries, has it "primed the pump" of private industrial activity. Therein lies the essential failure of the New Deal's spending program. One billion dollars sounds like a lot of money but it is insignificant compared to the 18 billions which private business would normally spend in a year on capital goods. The new program, like the others, will probably step up business and employment, and create a rosier picture at election time. But it does not come to grips with the pressing economic problem of 1939: how to revive private capital construction; how to give businessmen the reasonable expectation of profit; how to lure out of the storm cellar of Government bonds the private money which must furnish the risk capital of a healthy economic system.



HULL AND GÓES MONTEIRO

Brazilian General. In the U. S. last week was General Góes Monteiro, head of the Brazilian Army, prize catch of American military diplomacy in South America. He lunched at the White House with the President and Secretary Hull, met U. S. general staff officers. The general, who led the winning side in Brazil's last civil war, also visited Gettysburg. He was still undecided as to whether he would visit Germany and Italy to inspect their military equipment.

Another Long. Richard W. Leche has long wanted to resign as Governor of Louisiana. He has had his eye wishfully on a Federal judgeship. On June 21 he announced his resignation. But surrounding his announcement were charges of scandal and corruption—specifically, allegations that the Governor had turned WPA to his personal use. Ready to succeed him was a lieutenant governor with a name that is magic in Louisiana:



EARL LONG

Long. He was Earl K. Long, 43-year-old brother of the late Huey who once called Earl a liar because Earl had accused him, before a Senate committee, of accepting a \$10,000 bribe. Just before he died in 1935, Huey made peace with Earl.

New Mauretania. The tugs and ferries that clutter New York's harbor made way on June 24 for a brand new liner, the *Mauretania*. The old *Mauretania*, for 22 years the fastest craft on the North Atlantic, went to the scrap heap in 1934. The new 35,739-ton *Mauretania* is 4,000 tons bigger than her namesake but her average speed of 22 knots is four knots slower. An "intermediate liner," she carries 1,201 passengers and a fair amount of cargo across the Atlantic in six days, docking not at Southampton but up the Thames River in London harbor. Luckiest man on the maiden voyage was Albert Tompkins of Maplewood, N. J., who won five ship's pools, took in \$2,305, thus netting a nice profit over and above his passage.



"MAURETANIA" IN NEW YORK HARBOR

Third Term. Hotter grew the question of a third term for Roosevelt. Last week, the following said the following about it:

Senator Smathers (D., N. J.): "New Jersey's 32 delegates to 1940 convention will be Roosevelt delegates."

Senator Guffey (D., Pa.): "Pennsylvania's 72 votes will be cast to make Roosevelt our standard bearer."

Senator Logan (D., Ky.): "I hope the President will not run but if he does I will support him."

U. S. voters (in Gallup Poll): Roosevelt will run: 48%; he won't run: 52%; he would win: 45%.

Franklin D. Roosevelt told a reporter asking him if he would run for a third term to go and stand in the dunce's corner.

Rubber for Cotton. Public officials in England and the



KENNEDY

U. S. have spent a good deal of effort in bitterly denouncing barter trade as practiced by Germany. Yet last week in London, Ambassador Joseph P. Kennedy signed his name to just such a barter deal between the U. S. and England. The U. S. will swap 600,000 bales of cotton for about 85,000 lb. of rubber from British Malaya. Both countries will hold the goods as war stores. The U. S. proposed the deal and easily got the best of it because the cotton involved is a mere 5% of the surplus on which the Government is unhappily sitting.

Labor peacemaking. The National Labor Relations Board made a peaceful move toward employers last week. By amending its regulations, it gave employers the right to ask for a Labor Board election among their employees to decide union jurisdiction. When faced by conflicting claims of two labor unions, each of them insisting that it represented a majority of employees, an employer has hitherto been able to decide which union to recognize only if the workers themselves petitioned for an election. This resulted in delay, confusion, unwarranted strikes.

Meanwhile, members of a Senate subcommittee handed out a report for a long-range labor peace plan, recommending nationwide adoption of a comprehensive profit-sharing scheme which would give workers part of an employer's gains, satisfy wage demands.

PICTURE OF THE WEEK

Things were quiet in the New York District Attorney's office last week, so Thomas E. Dewey got in a round of golf at Pawling, N. Y. At the ninth hole, Tom Dewey was pretty hot. He leaned over the hose and took a long cool drink of water (see opposite page). Dewey has been playing golf only a year but he has already shot a very good 79. Also last week Tom Dewey went to Dartmouth for an honorary degree. Seven other colleges had offered him degrees but he makes it a rule to accept only one each June. In making him Doctor of Laws, Dartmouth acclaimed him for "reviving the ancient concept of justice as a flaming sword." Politically, Tom Dewey read with interest the results of the latest Gallup Poll which asked: "If Roosevelt runs for a third term against Dewey, which would you prefer?" 52% said "Dewey," 48% said "Roosevelt."



Tom Dewey stops on his rounds to use the hose.

COLLEGES TURN OUT ANNUAL CROP OF HONORARY "DOCTORS"

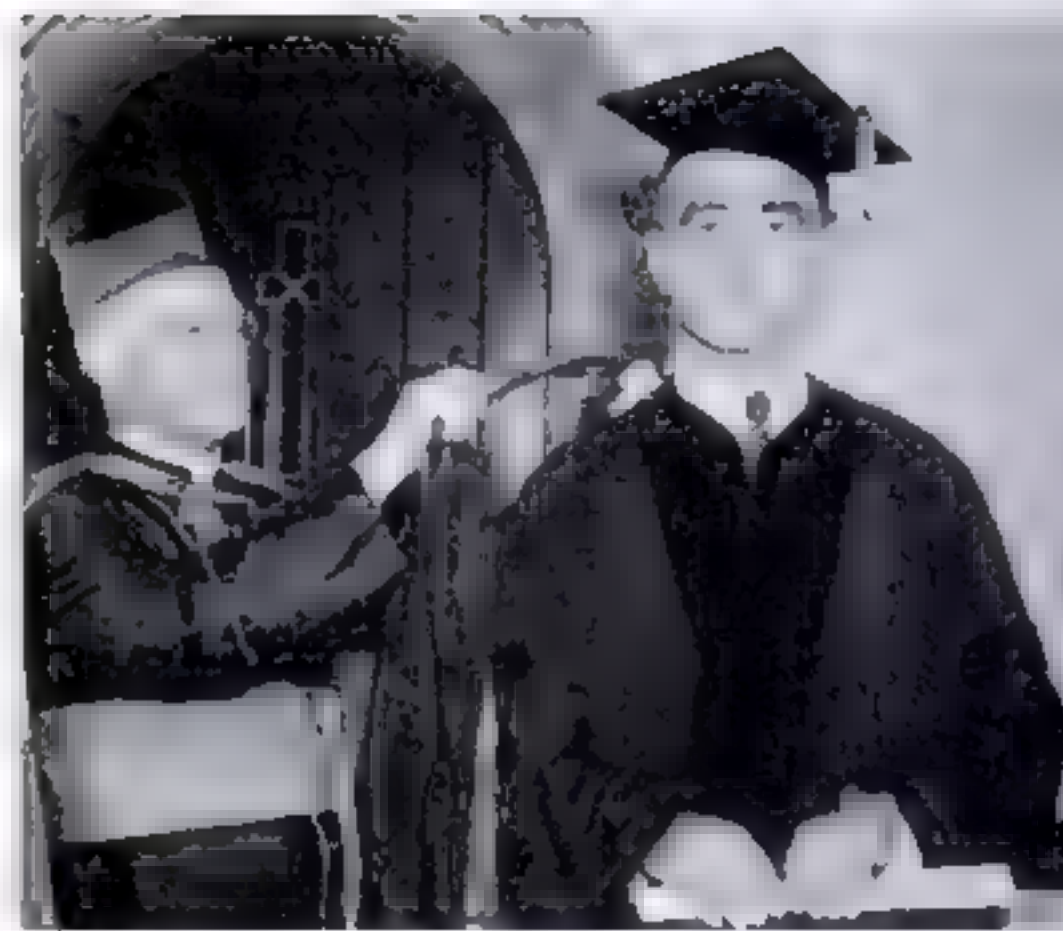
From coast to coast last week university presidents solemnly draped colored hoods over the shoulders of lawyers, scientists, judges, movie scenarists, radio performers and men and women in every nook of human activity. Since the 12th Century, institutions of learning have awarded the title of "Doctor" to men of scholastic attainment. The first honorary degrees in America were awarded by Harvard to three of her sons in 1692. Benjamin Franklin, who never went to college, received honorary degrees from Harvard and William and Mary in 1753 and 1756.

Today the words *honoris causa* may mean something other than academic stature. They attach often to men whose presence at commencement might dignify an otherwise obscure campus. Four major colleges which never award honorary degrees are Virginia, Cornell, Bryn Mawr and Leland Stanford.

Supreme Court Justices are legitimate recipients. This year the Court won degrees through Justice Roberts at Brown, Justice Butler at Boston College, Justice Stone at Oberlin and Justice Frankfurter at Oxford. The Cabinet was less in demand. Postmaster General Farley went to Hendrix College, Conway, Ark., for an LL.D. Attorney General Murphy won degrees at Michigan, St. Joseph's and John Marshall. The radio industry was represented by H. V. Kaltenborn at Hamilton and Major Bowes at Villanova. Dartmouth honored inventor Charles F. Kettering, District Attorney Thomas E. Dewey and Robert L. ("Believe It Or Not") Ripley. Busiest recipient in the U. S. was Eduard Beneš, ex-president of Czechoslovakia, who nabbed five degrees at Big League exercises at Yale, Princeton, Columbia, Trinity and Colorado.



Dr. Eduard Beneš, ex-president of ex-Czechoslovakia, got a Litt. D. from President Harold W. Dodds of Princeton University.



Attorney General Murphy gets an LL.D. at St. Joseph's, Philadelphia. He also got degrees from Michigan, John Marshall.

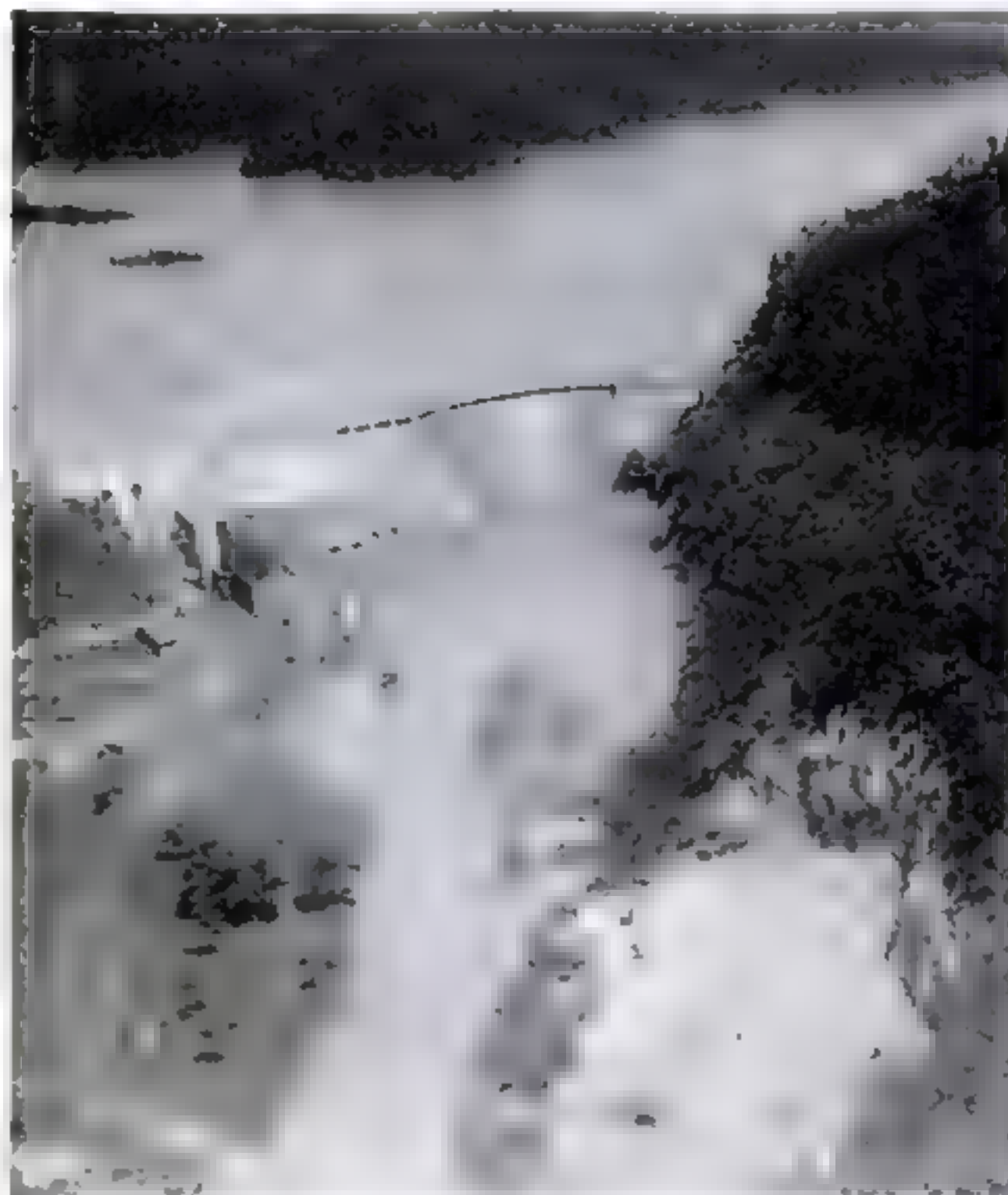


University of Idaho's founder, John Warren Brigham, receives an honorary B.A. at the institution's 50th Anniversary. A pioneer farmer, he introduced a bill in the territorial legislature in 1880, creating the university. His son earned bachelor's degree.

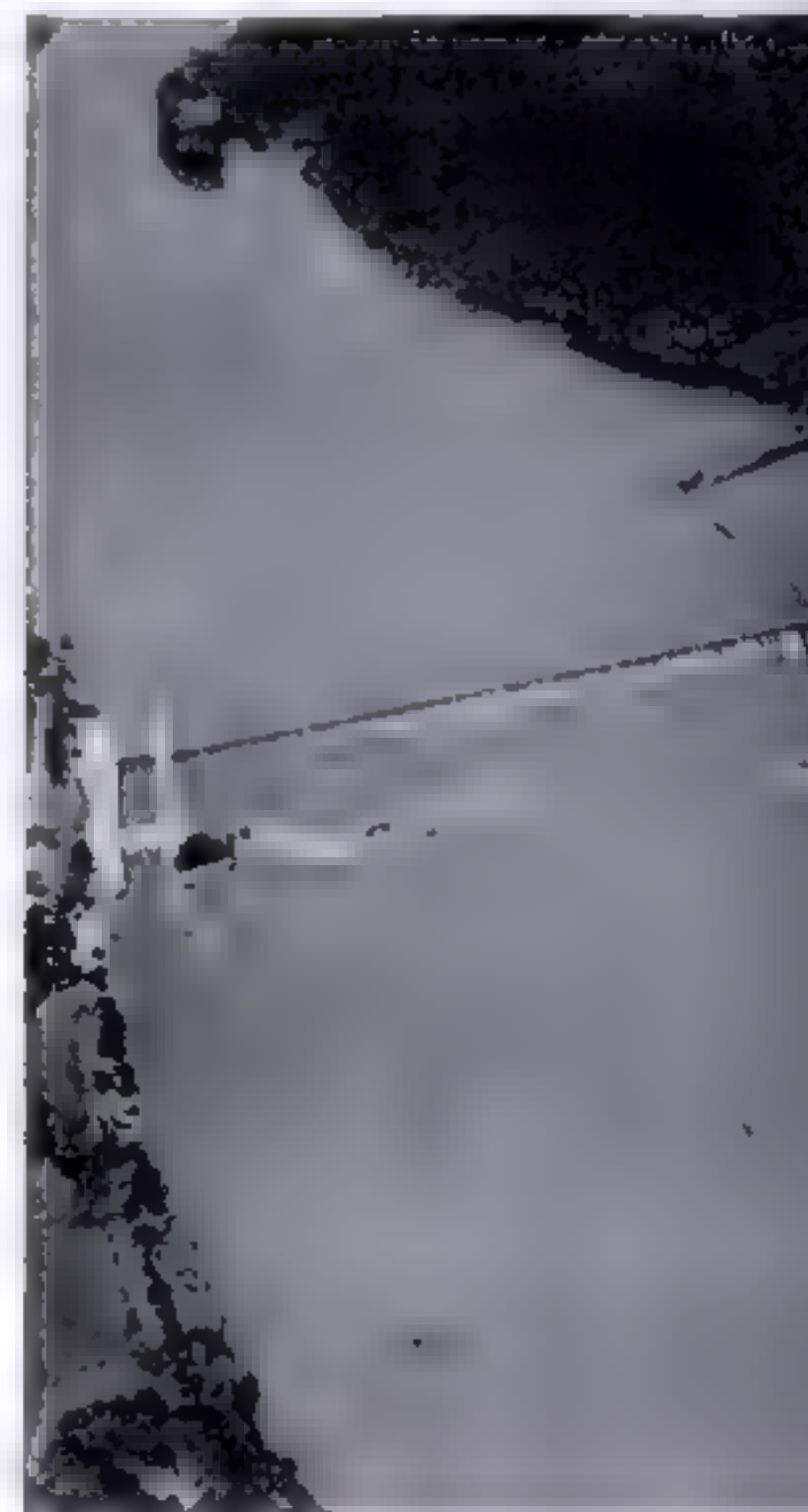
TVA BECOMES THE MASTER OF TENNESSEE POWER'S DOMAIN

Within a week the United States will become owner of \$45,000,000-worth of dams, power houses and hydroelectric stations formerly the property of the Tennessee Electric Power Company. Transfer of the properties establishes the Tennessee Valley Authority as sole major producer of electricity in the State. More important, it lifts the threat of destructive Federal competition and provides a precedent for fair payment by the Government upon the acquisition of private facilities in the areas of its activity.

Under the agreement consummated last May between Wendell Wilkie, president of the parent corporation, and TVA, payment for \$78,000,000-worth of properties would be divided—\$45,000,000 from the Authority and the remainder from State utility districts. TVA was to meet its half of the bargain with a fat check on June 20 but a hitch in Congress delayed the promised payment for a few days. Mr. Wilkie, despite his six year battle with TVA, amiably announced he would crack no whip. At right you see some of the things the Authority gets for its money.



On the Ocoee River stands this 50,000-h.p. hydroelectric and steam development of Tennessee Electric Power Company. It now becomes property of U.S.



On the Tennessee River below Chattanooga is the Hales Bar Dam, completed in 1913 under an



Ambassador Bullitt wins an L.L.D. from Dartmouth, with citation as "fearless and enlightened worker for peace."



Crown Prince Olav of Norway chats with President Clarence Dykstra of Wisconsin, after receiving honorary doctorate.



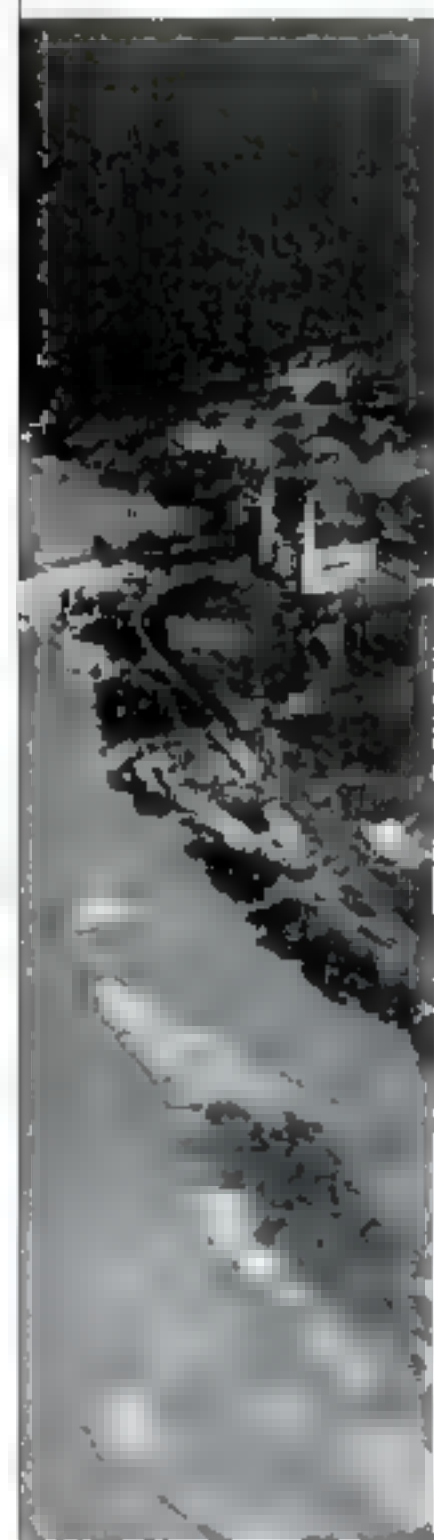
Max Beach, author, receives an L.L.D. hood at commencement exercises of the Philadelphia College of Osteopathy.



Rear Admiral Richard E. Byrd, becomes a "Doctor of Fortitude and Faith" at Beaver College, Jenkintown, Pa.



Anne Morrow Lindbergh, author and aviatrix, receives an honorary Litt. D. from Amherst. Her citation read: "You have given new wings to words."



Dam of Congress, extending over navigation 40 miles.



Ocoee No. 2 taps the Ocoee River five miles above this plant, draws its water to a reservoir on mountain side, drops it through two steel penstocks (right) to turbines within the plant.



The Great Falls station is situated below the junction of the Caney Fork and Collins Rivers, backs waters up into a reservoir 25 mi. long.

TALLULAH BANKHEAD LOBBIES "UNCLE JOHN" FOR THE FEDERAL THEATRE PROJECT

To Washington on June 20 flew Tallulah Bankhead, daughter of the Speaker of the House, and a delegation of actors, producers and playwrights to plead against discontinuance of the Federal Theatre Project as fated in the 1940 Relief Bill passed by the House the week before. The destinies of 8,000 jobless theatrical people now lay with the Senate. To convert it to her views Miss Bankhead mingled tears with statistics and clingingly cajoled her "Uncle John" (Senator John H. Bankhead of Alabama).

Among her less emotional arguments for the FTP were: that it had created new audiences for the American theater; that 2,500 of its performers had stepped up and out into regular jobs on Broadway and in Hollywood in the last three years; that it had developed new techniques of dramaturgy; that it was partially self-sustaining; and that the people of the theater traditionally lent themselves to charitable causes.

But a great many Senators who listened knew good counter-arguments

for FTP's discontinuance. The opposition was best articulated by the New York *Daily News*, which wrote: "We think that art is inherently competitive . . . that you cannot bring forth first-rate art by subsidizing second-rate artists . . . that the kindest way to combat stage unemployment would be to let unemployed actors go on ordinary work relief like anybody else."

As the week wore on, a lively crusade for FTP seemed to be swaying Congressional sentiment. New York's Mayor LaGuardia went to Washington and espoused the actors' cause. Playwrights George Abbott and George Kaufman, Producers Sam Harris and Lee Shubert, Actresses Katharine Cornell and Helen Hayes signed a public plea. On June 20 Senator Wagner introduced an amendment which, if enacted, would permit the Project to continue. Most interesting point raised was Mrs. Roosevelt's retort to the charge that FTP harbored Communists. "I wonder," she wrote, "if Communists occupied in producing plays are not safer than Communists starving to death."



A hug for Senator Bankhead started his niece's lobby for the Federal Theatre Project. Cried she: "Uncle John, you'll vote to do something for the unemployed actors!" "No, I don't think I will," granted Uncle John. When the gagging was over, Miss Bankhead ap-

peared before the Senate subcommittee and made an eloquent appeal for the Project. Two days later Uncle John wired her: "I tried 24 hours to find a weak place in your masterful argument . . . but have failed. Check me off as voting for the Project. Love, Uncle John."

WHILE 1,200 ACTORS BRAWL IN NEW YORK

While dramatic actors focused their attention and eloquence on Washington, vaudevillians, crooners and chorines staged a lively row in Manhattan over charges of union maladministration. Union involved was the American Federation of Actors. Lusty, leather-lunged Sophie Tucker "the original red-hot mama" — is its president. Real boss is Ralph Whitehead, executive secretary. The union's parent body, the A. F. of L. Associated Actors and Artistes of America, had charged that funds collected at benefit shows for needy members had been used "for the general purposes of the organization, including the purchase of a \$1,700 auto for Ralph Whitehead."

When members gathered on the morning of June 20 to air the charges, the 1,200 performers present behaved in violent, acrimonious fashion. Miss Tucker, defending Whitehead, was heckled to tears. Highlight of the session was a black eye, bestowed by a blonde World's Fair chorine named Helen Johnson upon Ernie Mack — "The Man With a Thousand Faces" (right).



Sophie Tucker, 55-year-old president of the A. F. A., denied in detail the charges brought against the union's secretary. As an old trouper, she was able temporarily to outshout and outquip her hecklers. But in the end the meeting got out of hand and she gave up.



Beaten, exhausted, Miss Tucker collapsed in her seat, burned her face. Harry Richman (left) revived her by bathing her brow with cold water. When the fight started, Miss Tucker repeatedly cried: "Children, children, go home." They did when police arrived.



The riot began when Helen Johnson, chorine from the Congress of Beauty at World's Fair (in striped blouse), started down the aisle after an anti-Tucker heckler, yelling "Hire a hall!" Ernie Mack, a night-club mame, blocked her path, tried to push her into a seat.



During the scuffle (below) Mack wrenched Miss Johnson's arm, whereupon she bit him in the neck, planted a pocketbook in his eye. A second chorine girl began throwing punches, a third fainted and some one turned out the lights. "My party is over," growled Miss Tucker.





ENGLISH MILER STUMBLES, LOSES U.S. RACE

Into the backstretch at Princeton's Palmer Stadium track, June 17, raced five of the world's greatest mile runners. Out front was little Sydney Wooderson, English solicitor, who holds the outdoor-mile record of 4 min. 6.4 sec. Running his first race in America, he was supposedly unbeatable, and the crowd of 28,000 was looking for a new world's record.

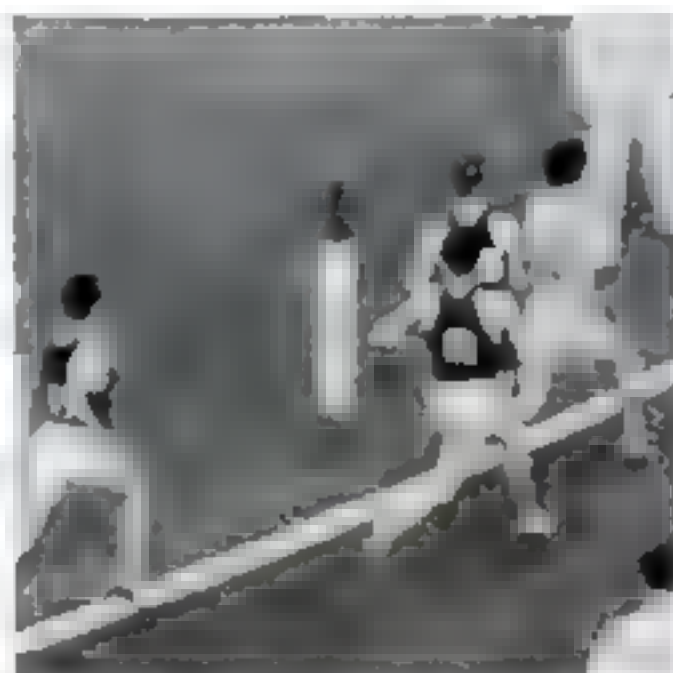
But suddenly Sydney cracked. Young Blaine Rideout of North Texas State Teachers' College drew even, tried to cut in front. Wooderson faltered, put out a hand to protect himself, stumbled up on the track curbing. After that he was through. Chuck Fenske and Glenn Cunningham came piling along, went on to finish first and second in the slow time of 4 min. 11 sec. Wooderson quit, limped in last, saying he had been fouled.

After the race, Referee Asa Bushnell decided there had been no foul. The international hullabaloo was great. Said English writers: "It was a frame-up!" Said Americans after studying Pathé newsreel movies (*below*): "Wooderson was thrown off stride, but he was not running fast enough to win."



Sydney Wooderson is one of the world's funniest-looking athletes. Spindly-legged, with hollow chest and a long nose, he weighs only 126 lb. He wears the straw hat for luck.

Start and finish of the "Mile of the Century." At the start, Rideout is on the outside, Fenske next to him and Wooderson (*black suit*) in the middle. At right, Fenske wins, with Wooderson last.



PATHE NEWSREEL SHOWS RIDEOUT (No. 22) CHARGING PAST WOODERSON (No. 28), THEN CUTTING SHARPLY IN FRONT. FENSKE (No. 18) IS THIRD



RIDEOUT CONTINUES TO CUT, WHILE WOODERSON STUMBLES, PLACES ONE FOOT ON THE CEMENT CURBING, TRIES TO WARD OFF RIDEOUT WITH HIS ARM



WOODERSON TEETERS AROUND THE CURVE, BADLY OFF BALANCE. AT RIGHT, FENSKE SAILS PAST, AND CUNNINGHAM CHARGES UP CLOSE BEHIND WOODERSON



PRINCE EDWARD WATCHES THE TROOPS MARCH BY FROM THE BALCONY OF BUCKINGHAM PALACE



WHILE HIS ROYAL RELATIVES (RIGHT) ARE PREOCCUPIED, HE GETS AN IDEA FOR SOME FUN

ENGLISH PRINCE CUTS UP

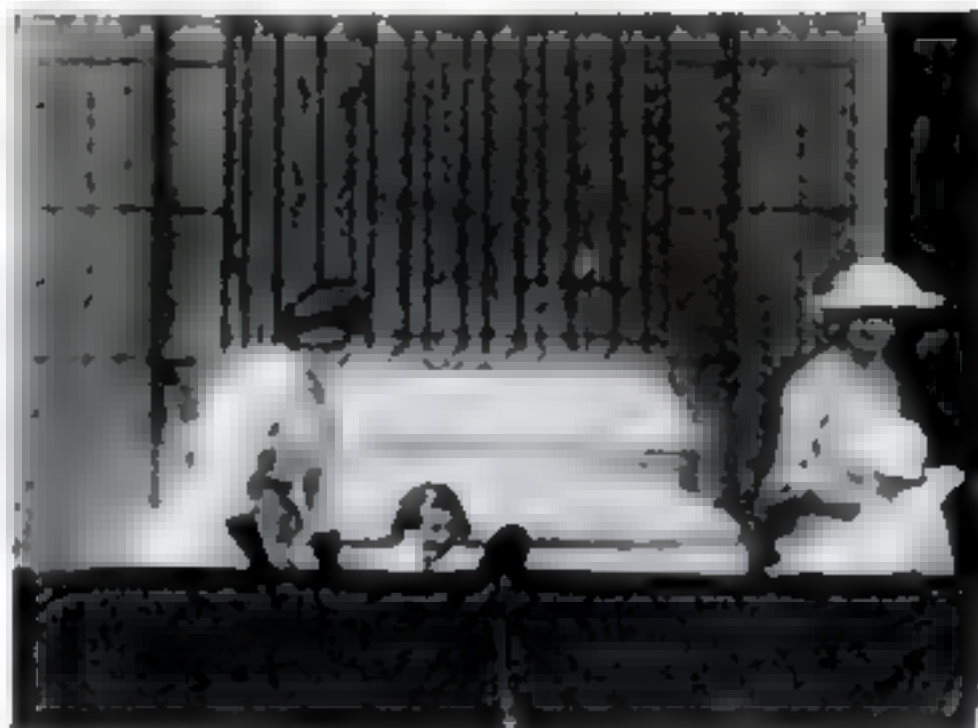
Prince Edward, 4-year-old son of the Duke and Duchess of Kent, is no Little Lord Fauntleroy. Like his grandfather, George V, who was nicknamed "Right Royal Pickle" as a child, Edward is a Right Royal Rascalion. On June 8 on a balcony of Buckingham Palace, he was up to his pranks. Brought there to watch troops returning from Trooping the Colour on the King's birthday, he became unduly excited. It was one of his first public appearances, and he was deeply impressed with the height of the balcony. First he leaned over the balcony and tried to touch the ground with his hand. Then he tried to throw a pillow over the railing to see how long it would take to drop. As these stills from Movietone News show, the spirited, puckish princeling almost succeeded before he was stopped and taken home.

Known already as the "Personality Prince," Edward resembles his uncle, the Duke of Windsor, in looks and temperament. Like him, he also sets the style for what the well-dressed male will wear—in the nursery. A frolicsome lad at home, Prince Edward is a healthy, hearty child who stands fifth in the succession to the English throne.

For Queen Mary, also on balcony, it was the first time she had appeared in public since her recent automobile accident. Not present was the heir to the throne, Princess Elizabeth, 13, suffering from a cold, nor the King and Queen, then touring the New World.



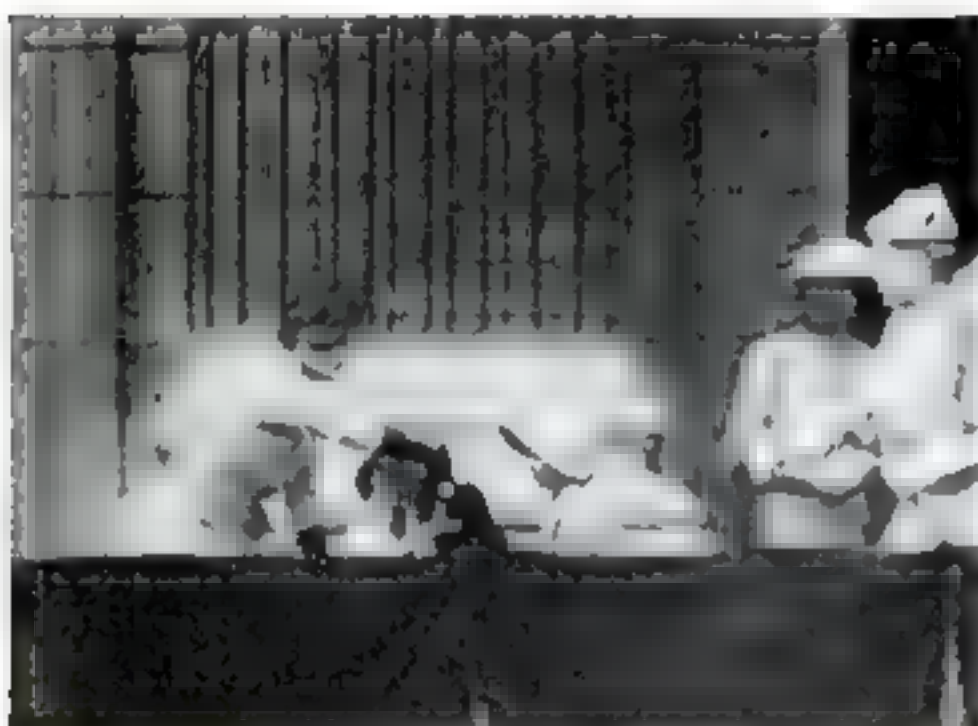
HE DUCKS DOWN BEHIND RAILING OF BALCONY



AND UP HE COMES WITH A PILLOW TO TOSS OVER



PRINCESS MARGARET ROSE RUSHES UP TO STOP HIM



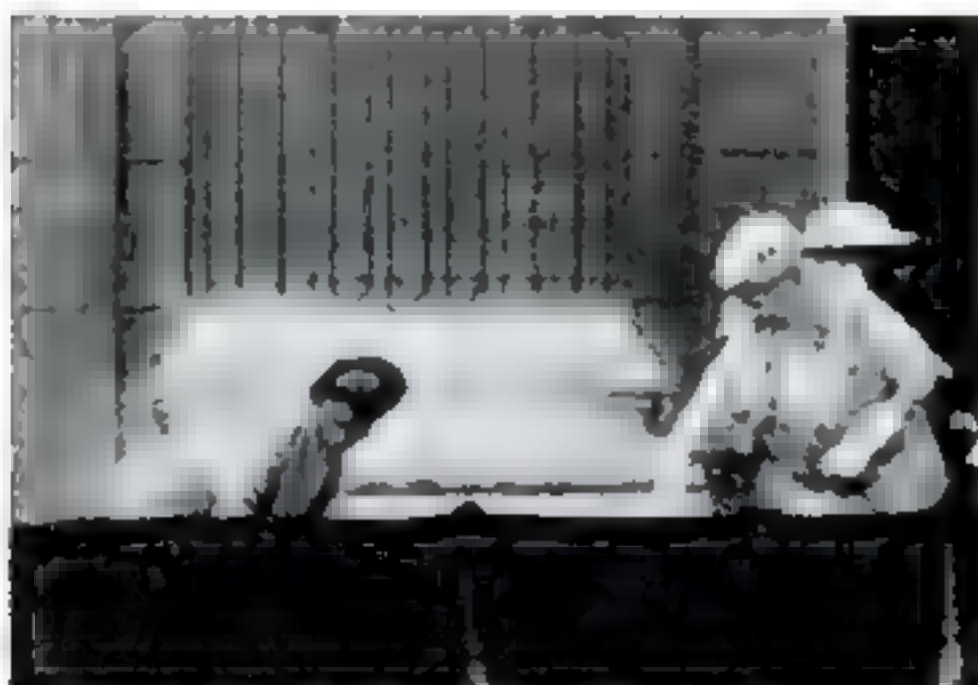
LADY MAUD CARNEGIE (LEFT) ALSO GRABS PILLOW



QUEEN MARY HURRIES OVER TO JOIN THE TUSSE



THE LADIES TRY MORAL SUASION ON EDWARD



EDWARD KNEES DOWN AGAIN FIGHTING THE PILLOW



HE STARTS RUNNING FROM BALCONY INTO PALACE



HE IS GRABBED BY ARM AND LED AWAY FOR HOME



The spark of genius, relighted momentarily by the dancing of Serge Lifar, fires Nijinsky's befogged consciousness

and he throws out his arms and strikes an attitude. For 20 years, no contact with the past stirred the torpor of his

mind. His only form of expression has been the painting of weird pictures, in somber color, of spiders, glaring eyes.

THE GREAT NIJINSKY DANCES AGAIN IN A SWISS INSANE ASYLUM



NIJINSKY IN 1910

It was 30 years ago that Western Europe first looked on the Ballet Russe and on the incredible art of a slender, sloe-eyed Pole named Vaslav Nijinsky. He was then only 19, with feet prehensile as a bird's and thighs hard as Michelangelo's marble. No one had ever seen such soaring agility. When admirers asked how—in *Le*

Spectre de la Rose (inset)—he managed his unbelievable floating leap through a window, he replied: "You have just to go up and pause there a little."

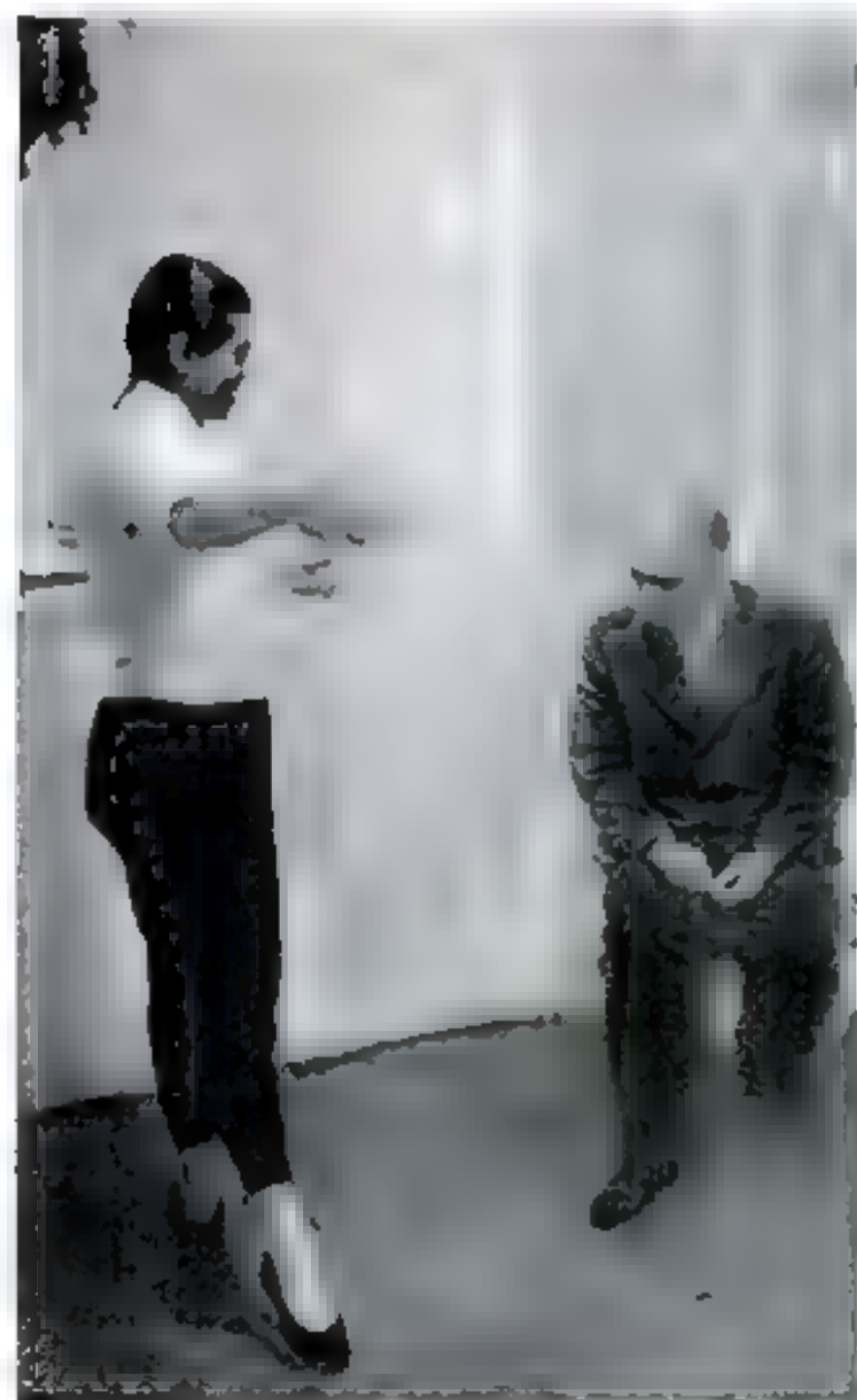
Ten years later the greatest dancer in the world vanished into a Swiss sanatorium, hopelessly insane. He dwelt in a gray world of his own, met friends and family with blank, indifferent eyes, showed no interest in the art he helped create. Taken once to the ballet in hope the visit might restore him to reality, he brightened but briefly. On the entrance of the new star, Serge Lifar, as *Le Spectre de la Rose*, Nijinsky turned to his wife and asked: "Can he jump?"

One day, a few weeks ago, Serge Lifar, now ballet master of the Paris Opera, tried again to reach Nijinsky's clouded mind. Learning that funds for the dancer's treatment were virtually gone, Lifar arranged a benefit, to be held in Paris, June 28. But more important, he learned that in recent months Nijinsky had greatly improved. Believing new stimulus might spur the aging master more rapidly to recovery, Lifar journeyed to the sanatorium, talked with Nijinsky and danced for him. In the pictures on these pages you see the moving reactions he evoked.



The supreme moment of Lifar's visit occurs when Nijinsky rises, starts an *entrechat*. During his glory Nijinsky could

cross his feet ten times in a single tremendous spring, with flawless grace. No other dancer had ever exceeded eight.



Interest dawns as Dancer Serge Lifar demonstrates an elementary figure of the ballet to mad Nijinsky.



Strangely moved, the 49-year-old Nijinsky rises, poses, as if about to start a pique.



Genuine amusement lights Nijinsky's face as Lifar postures elaborately. A phonograph is playing Weber's *Invitation to the Dance*. Attendants happily watch the scene.

REPUBLICAN SENATOR AND DEMOCRATIC REPRESENTATIVE DEBATE NATIONAL POLICY

Thirteen times last winter and spring, Senator Robert A. Taft of Ohio, Republican, and Representative Thomas V. Smith of Illinois, Democrat, argued national policy in a radio debate. Son of the late President and Chief Justice, Senator Taft is one of the Republican Party's bets for the Presidency. In the Senate he has infused new life into the Republican minority. In the debate he proved himself a capable radio speaker. His opponent, Representative Smith, is a leading New Deal spokesman in the lower house, as well as an eloquent orator. Before entering the political arena in 1935, he was a professor of philosophy at the University of Chicago. He has been talking on the radio for 16 years.

An average of 3,000,000 people heard each of the half hour debates over a nationwide Columbia Broadcasting System hook-up. This



REPRESENTATIVE SMITH AND SENATOR TAFT MEET AT "MIKE"

contrasts with the average of 12,000 people who attended the seven Lincoln-Douglas debates in 1858.

As unofficial spokesmen for the two great political parties, whose eyes are now sharpening on the 1940 horizon, Representative Smith and Senator Taft joined the issue squarely. On specific political programs they disagreed heartily but without invective. But in their faith in America and in their common view of "the American way of life," they were united.

To be published next week in book form (*Foundations of Democracy*, Alfred A. Knopf, \$2.50), the Taft-Smith debates should now re-echo through the bookshelves of the land. Quoted in the columns below are highlights of their most important opinions, some of which have been condensed in the interests of space.

Representative Smith says:

The American way is a way of life as well as a way of law and government. This humane emphasis upon life, as distinct from law, sets us Americans apart from foreign fanaticisms. The greatest success of the Constitution is that it has won the people away from an ancient distrust of government to an acceptance of it as their friend.

The Wagner Act represents the greatest extension of democracy since manhood suffrage. The 1938 record of the Labor Board shows that it is protecting employers as well as employees. Less than one-third as much time was lost by American workmen on strike in 1938 as was lost in 1937.

We have given the farmer a Magna Charta of freedom. He can now decide for himself whether he will join others to conserve the fertility of his soil and stop erosion, whether he will accept limitation upon crops to be produced. Through the democratic machinery of a referendum, he can and does determine whether the Secretary of Agriculture shall invoke marketing quotas to hold up prices of basic crops.

The social security law is probably the greatest single effort yet made to bury the fears and to resurrect the hopes of citizens. Already three and a half million of the aged, blind and dependent are receiving Federal-state allowances. Already all states have unemployment compensation laws and more than 27,500,000 wage earners have earned credits toward out-of-work relief under these laws. Already 43 million workers have applied for accounts under the Federal old-age insurance plan.

Our spending program and national debt represent a choice between evils. Certainly Democrats did not make the depression of 1929, though we must take our share of blame for the recession of 1937. In 1937 we cut down on spending, a recession set in, and the conservatives were among the first to demand resumption of the spending program. Alexander Hamilton once asked whether this was a "two-bit" country or a two-billion-dollar country. As he said, if we're good, we'll pay off these debts out of the very prosperity which our confident action will produce.

The Federal government must take major responsibility for relief. States could not pay for relief. It is cheaper to administer national things nationally. State and local relief for unemployables cost 15% to administer. Federal costs under WPA are down almost to 3%. Hard as the patronage evil is to resist Federally, it is impossible to resist locally. Work relief is better than direct relief. It really "relieves" and spends to create wealth. Cheapness is not economy and cannot be made so by talk about budget. Are men to count, or are we to go mad about money?

Our President thinks that war is imminent if things are allowed to drift. The very best way to keep out of war is to keep war out. We might stay out of a raging war; we're certain to stay out of a nonexistent war. Prevention is infinitely the better bet for us to avoid war. Our neutrality cannot mean isolation. It must mean self defense

AMERICAN WAY OF LIFE

WAGNER LABOR RELATIONS ACT

THE FARMER

SOCIAL SECURITY

GOVERNMENT SPENDING

UNEMPLOYMENT AND RELIEF

FOREIGN RELATIONS

Senator Robert Taft says:

I, too, believe that the American way of life is not synonymous with its governmental or constitutional system, but unquestionably Government and the Constitution have protected the conditions which make it possible. The greatest value of the Constitution is to keep all our public officials from bossing us around.

The argument that there were fewer strikes in 1938 than in 1937 is true. But that was natural because industrial activity suffered a large decrease. The basic difficulty is the bias of the present Board. No human being exists who can be completely impartial in deciding a case on which he himself has already taken a public position.

The agricultural referendums are about as democratic as Hitler's plebiscites. Voters are flooded with propaganda. The Government announces special benefits for those who join the program. Of course the total farm income in 1938 is more than it was in 1932. 1932 represented the bottom of a world-wide depression. Strange to say, gross farm income between 1924 and 1929 was higher than in 1938, six years after the New Deal.

While social security may be a desirable adjunct, it is no American ideal. We owe to every man a reasonable allowance to protect him and his family against the inequalities of our economic system. But the scope of any plan to accomplish this purpose is so tremendous, its cost so great, that we may destroy the whole basis of the very economic system to which we are looking to provide social security itself. Today the whole relief and social-security field is in complete confusion.

Lack of financial restraint encourages the Government into all kinds of activities where private enterprise cannot operate in competition. It justifies vast Government bureaus to regulate every industry. It leads to increased taxation. Spending feeds on itself. So long as it continues, the threat of national bankruptcy looms ahead. No nation ever has continued indefinitely an unbalanced budget without ultimate collapse.

The responsibility has always been recognized as a strictly local responsibility. The big mistake was made when the Federal Government took over the management of relief and curtly dismissed the local boards instead of financing the states. The overhead organization is top-heavy. Out of approximately \$900 spent per case, per year, the WPA worker gets only about \$600. Work relief and direct relief should be consolidated under local administration

Most of the provisions of the Neutrality Act tend to keep us out of war. But I should be very much opposed to any amendment which gives the President power to discriminate between different nations according to his idea as to which may be the aggressor. The President's position is much too warlike. He seems to accept too easily the assumption that we will become involved in a European war

Firestone CHAMPION

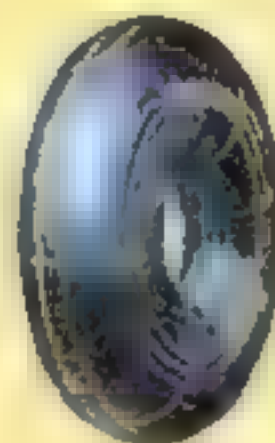
The Tire with the New Safety-Lock Cord Body and New Gear-Grip Tread



THE exclusive privilege of manufacturing tires at the New York World's Fair was granted to The Firestone Tire & Rubber Company. And Firestone is justly proud to have won this distinction.

When you visit the Firestone Factory and Exhibition Building, you will see each important step in the process of building extra safety into the world's most modern tire with the world's most modern tire-building methods and machinery. You will see how the revolutionary new Safety-Lock cord body is made; how the fibers in each cord, the cords in each ply and the plies that form the body of the tire are all securely locked together by the new and advanced Firestone process of Gum-Dipping; and how the amazing new Gear-Grip tread is applied. When you have seen this dramatic "inside story" of the new Firestone Champion Tire, you too will realize why it delivers such sensational mileage and provides such remarkable protection against blowouts, punctures and skidding.

Motor car manufacturers were so enthusiastic about its superior performance that they adopted the new Firestone Champion Tire for their 1939 models. Order your new car now equipped with this wonderful new tire. Or, call upon your nearby Firestone Dealer or Firestone Auto Supply and Service Store today and equip your present car with a set of new Firestone Champion Tires — **the only tires made that are safety-proved on the speedway for your protection on the highway.**



Firestone LIFE PROTECTOR

The Tire within a Tire

Makes a blowout as harmless as a slow leak. Should a blowout occur, the exclusive Automatic Safety-Valve holds sufficient air in the inner compartment to support the car until it is brought to a safe stop.

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Listen to The Voice of Firestone with Richard Crooks, Margaret Spinker and the 70-piece Firestone Symphony Orchestra, under the direction of Alfred Wallenstein, Monday evenings, over National and B.C. Red Network.

• • •

See Firestone Tires made in the Firestone Factory and Exhibition Building at the New York World's Fair. Also visit the Firestone Exhibit at the Golden Gate Exposition at San Francisco.



THE ONLY TIRE BUILT AT THE NEW YORK WORLD'S FAIR

"How old must a whiskey be before it can go into Four Roses?"

THAT'S a question we're always glad, and rather proud, to answer. Even the youngest whiskey in Four Roses is at least 4 years old.

Every one of the matchless whiskeys that are combined to make Four Roses—yes, even the youngest of these whiskeys—has its own individual character, and *could* be, if we thought they would, be as good, sold separately that way.

But, instead, we think it better to make these whiskeys lighter, milder, by reducing them to 90 proof—instead of the 100 proof which bottled-in-bottle whiskeys must be. Then, with a skill

born of 74 years' experience, we bring these distinguished whiskeys together, so as to unite all their individual virtues in *one* whiskey that is finer by far than any of them could be alone. Four Roses is *all* whiskey—no more, no less.

If you've never tasted Four Roses, well, we believe you've been passing up the most magnificent whiskey ever bottled!

Just try Four Roses at your favorite bar—today. Or get a bottle of Four Roses at your nearest package store. You may find that it costs a trifle more—but you'll say it's worth it! So will

your guests. *Four Roses Distillers Corporation, Lexington, Kentucky, U.S.A.*

FOUR ROSES



EVERY DROP IS WHISKEY
AT LEAST 4 YEARS OLD

A BLEND OF STRAIGHT WHISKIES 90 PROOF. THE STRAIGHT WHISKIES IN FOUR ROSES ARE FOUR YEARS OR MORE OLD.





DIRECTOR KANIN, GINGER ROGERS AND FILM EDITOR HENRY SERMAN, WHOSE BROTHER PANDRO IS RKO'S STUDIO CHIEF, WORK ON "BACHELOR MOTHER" SCRIPT

MOVIE OF THE WEEK:

Bachelor Mother

Director Kanin, 1939 Wonder Boy,
turns out a Ginger Rogers comedy

Production cost of a really first-grade Hollywood feature film is from \$800,000 to \$3,000,000. Those which cost less than \$250,000 are scornfully described as B pictures. Because B pictures are usually made by comparatively unknown actors, writers and directors, even their producers do not expect much of them. Consequently, when a film called *A Man to Remember*, which was scarcely even a B picture since it cost a mere \$119,000, last year turned out to be better entertainment than many which cost ten times that much, Hollywood was amazed. High quality of *A Man to Remember* was attributed to Garson Kanin, its unknown, 23-year-old director, who was promptly assigned to direct John Barrymore in *The Great Man Votes*, which cost \$200,000. When

this, too, proved to be a first-rate job, Garson Kanin, the youngest full-fledged director in the industry and easily its top Boy Wonder of 1939, received the best reward RKO could grant him, namely a chance to direct the studio's brightest star, Ginger Rogers, in a Grade-A picture with a comparatively lavish production budget of \$300,000.

Released this week, Director Kanin's latest effort is a slight but dextrously handled comedy called *Bachelor Mother*. Story of film is somewhat less than a screen classic but Director Kanin's neat touches and the engaging presence of Ginger Rogers make it thoroughly acceptable summer entertainment. Like *Yes, My Darling Daughter*, it handles a potentially questionable theme with good taste and finesse.



As a shop girl, Ginger Rogers picks up a tiny baby she finds on the stoop of a foundling home, carries it inside.

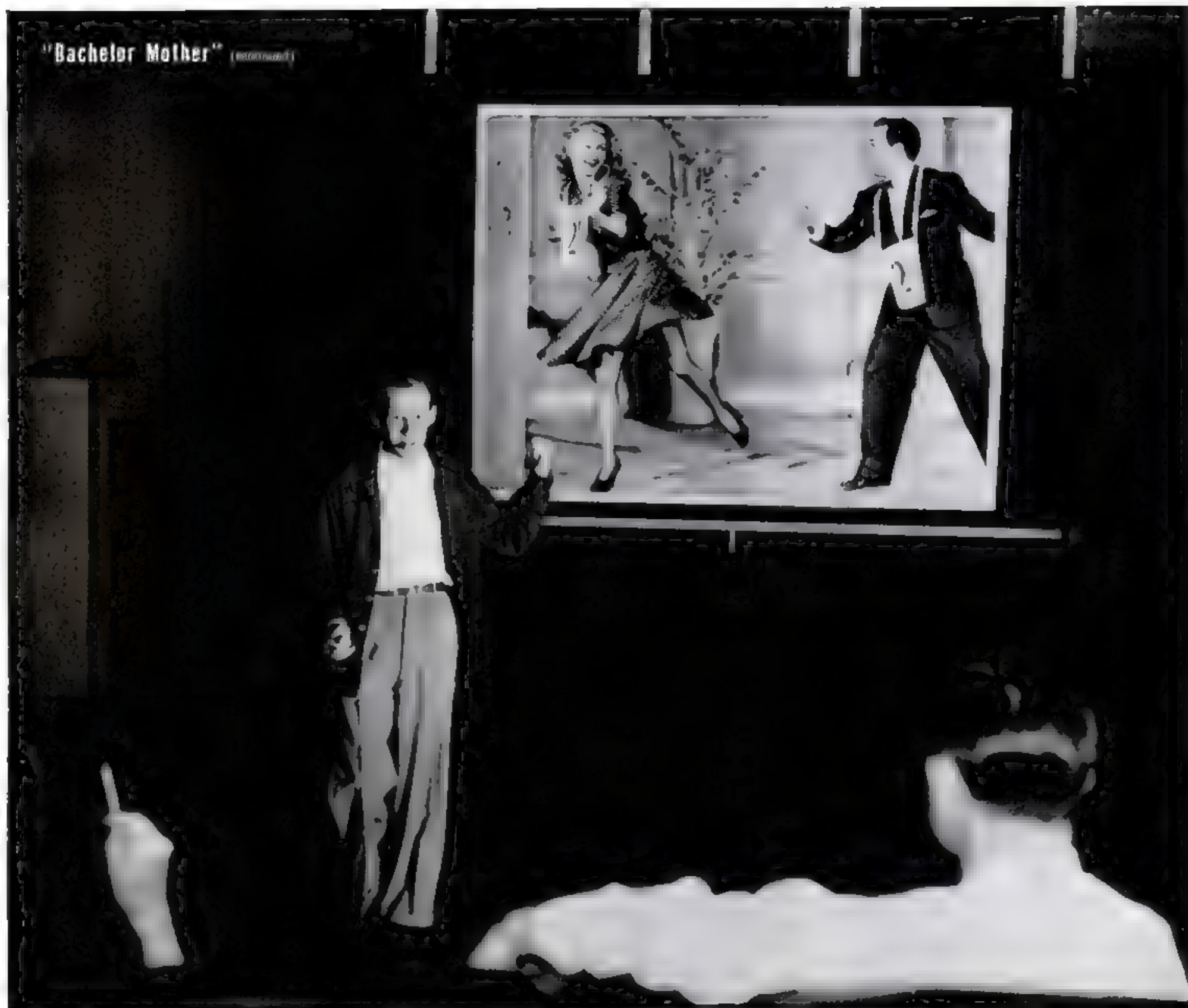


Foundling-home officials believe Ginger is baby's mother. They accept it but later persuade Ginger's handsome boss to restore it to her.



Ginger's snoopy boy friend hears squawks from the baby hidden behind sofa. He quickly suspects worst.

CONTINUED ON NEXT PAGE



Viewing rushes is a major part of a Hollywood director's job. "Rushes" are prints of scenes just photographed on sets. When they are shown in a studio projection room, the director must decide which to remake, which to cut, which to keep in finished picture. Here Director Kanin explains to his assistants that the shot on the screen, in a

sequence which shows Ginger Rogers and her boy friend at a dance hall, is not acceptable. He thinks the Hays office will object to it on ground that Ginger's skirts are too high. Born in Rochester, N. Y., in 1912, Garson Kanin began earning his living in New York in 1927 as a clarinetist in a jazz band. He drifted from orchestras into acting,

from acting into a job as production assistant to Producer George Abbott (*Three Men on a Horse*, *Room Service*). In 1937, he went to Hollywood, spent nine months doing odd jobs for Sam Goldwyn before he was hired by RKO. As a director, Kanin's technique is much like that of Columbia's famed Frank Capra, whom he greatly admires.



Ginger's employer, at whose house she leaves baby, follows Ginger and her boy friend to a dance hall.



Shocked by her apparent indifference to maternal responsibility, employer goes to Ginger's home. When she returns they grow friendly.



Cinderella conclusion follows further comic proof of the dangers of making friends with strange babies.



Ginger Rogers gets a bright idea

When *Bachelor Mother* was finished, Director Kanin, Studio Chief Pandro S. Berman and Ginger Rogers attended a "sneak preview" held in a small Los Angeles theater to get audience reaction. When they emerged, Miss Rogers had a funny idea for an additional scene which she is here

illustrating on the spot to the delight of Berman (right), Kanin and assorted onlookers. Pandro Berman was Hollywood's Boy Wonder of 1938. A onetime film editor and assistant director, he was only 33 when he took charge of RKO studio which makes more than 50 pictures a year.



Lieutenant's commission is handed to Cadet Florence Paulson, formerly a nurse in Pontiac, Mich. Folded in the commission is her assignment, secret until now, to Hastings, Neb. Below: kneeling cadets sign *My Covenant*, which binds them to "live with souls" and to be true for life to the Salvation Army and its flag of "Blood and Fire."



SALVATION ARMY CADETS GET COMMISSIONS TO CARRY ON "SOUP AND SOAP" EVANGELISM

On June 12, the Salvation Army, at its Central Training College in Chicago, commissioned 64 sprucely uniformed cadets as probationary lieutenants. They had completed a year's training in the Army's work of bringing "soup, soap and salvation" to the destitute and unconverted. To maintain its quota of 4,500 officers, the Army conducts four such colleges with a total enrollment of 220. In formal classes the cadets, imbued with the Army's simple vigorous faith, study first aid and bookkeeping, learn to play and sing the Army tunes. In the field they get training in the Army's good works, assisting superior officers in social work and conducting street-corner and saloon revivals for the double purpose of making converts and expenses.

The cadets, aged 18 to 25, are appointed from the long waiting lists in the active ranks of the Army. The Army encourages family tradition, and like General Evangeline, daughter of Founder William Booth, many are children of officers. Chief requirements for admission are a sound body, spiritual fervor and a talent for music. After graduation, cadets work in field on probation for a full year before getting permanent commissions. Throughout their lives they must live within the Army's rigid pattern. Since the choice of a partner requires the approval of a superior officer, most of them will marry within the ranks. On their limited salaries, which rarely exceed \$30 a week, even at the top, they will manage carefully and rear another generation of Army officers.



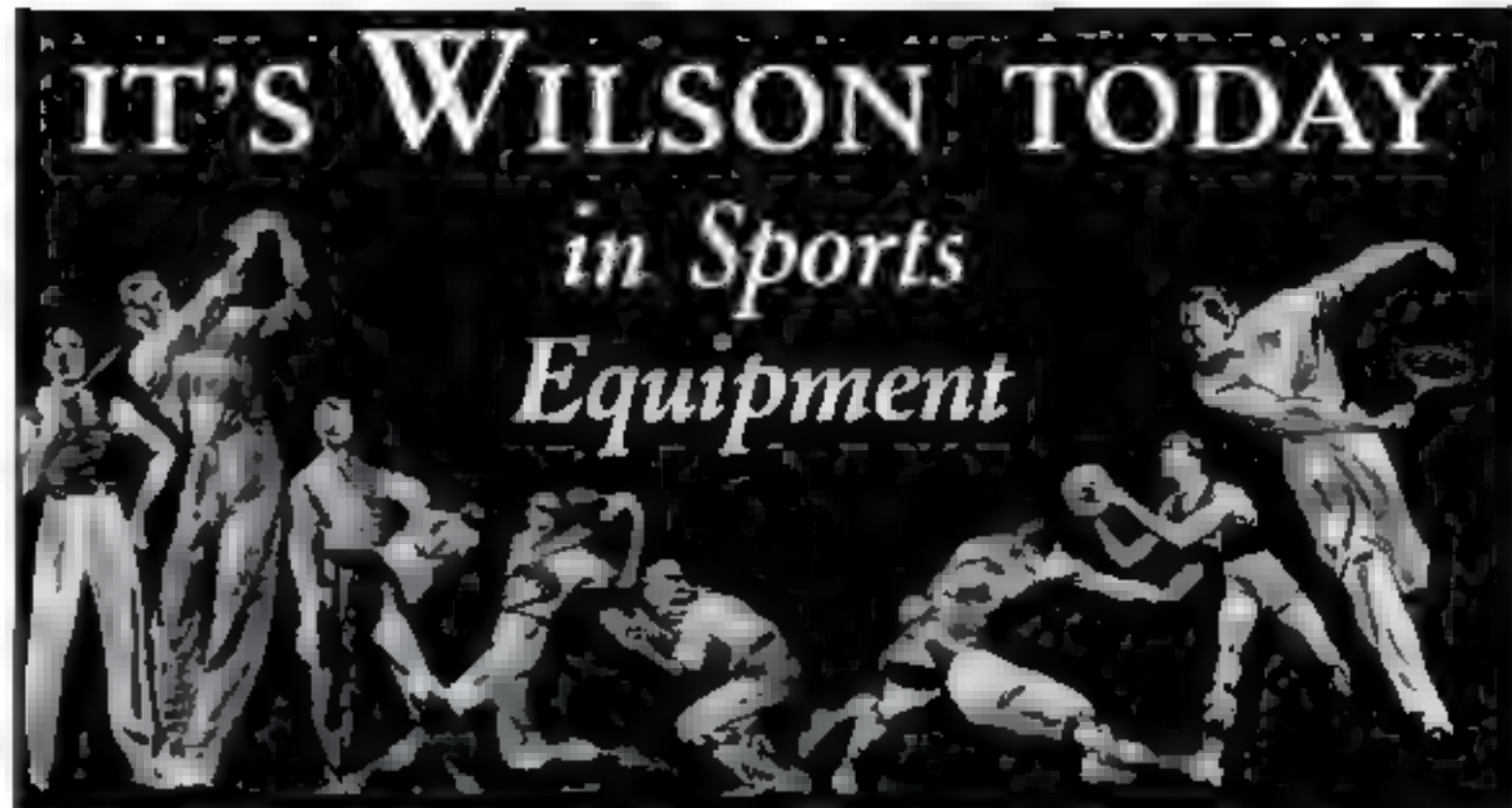
Cadets' dedication to the fundamentalist religious tenets of the Salvation Army is conducted by Commissioner Ernest I. Pugmire, commander in the Central States, responsible directly to General Booth.



Boy meets Girl at Army college. Cadets Loren Boone and Dorothy Macy, separated by assignments at graduation, will marry only when they get superior's approval.

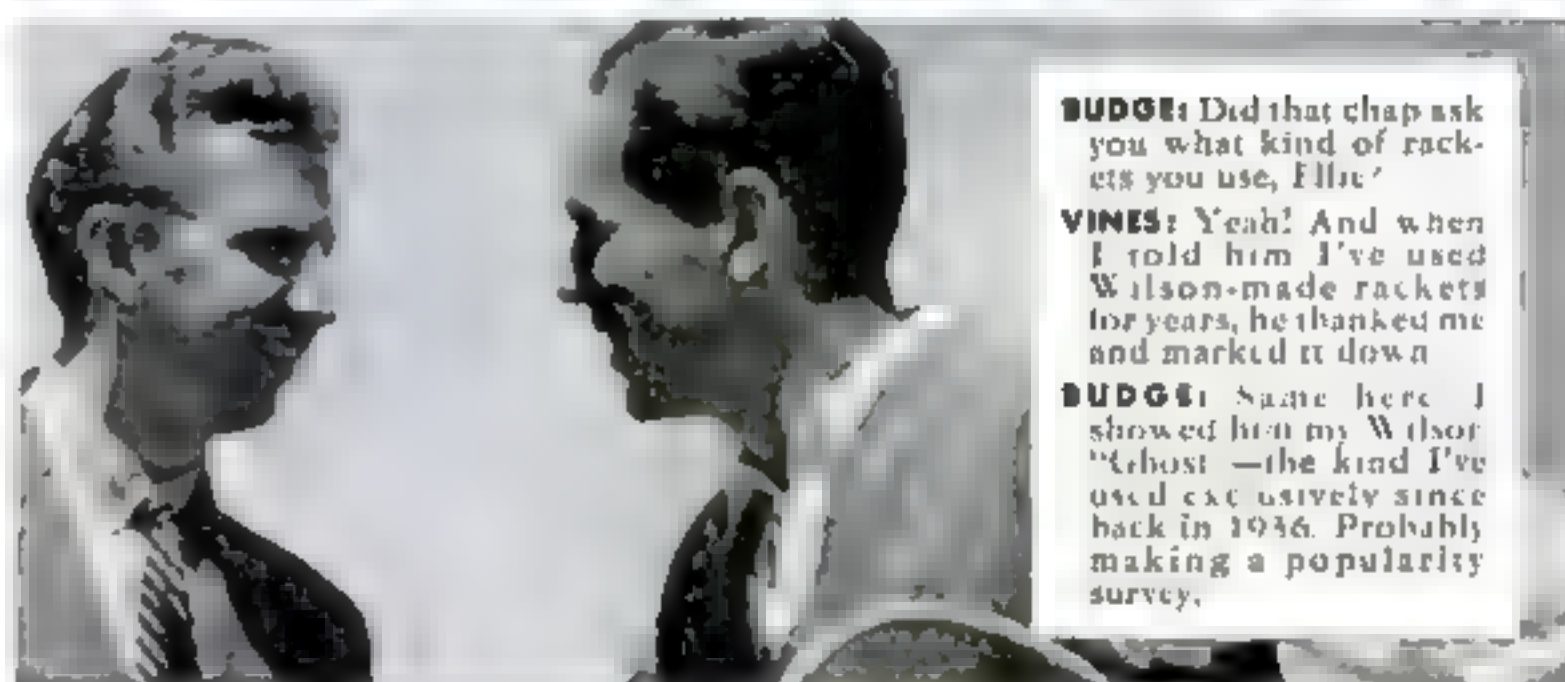


Cadets point to Army flag (far left) and recite in unison the simple statement of faith. Predominance of women in class indicates importance of women in Army.



ADMIRER: I've heard that you use specially constructed clubs to help you make those L-O-N-G shots, Mr. Snead.

SAM SNEAD: They're specially made, all right, Sir—like all Wilson golf equipment. I use Wilson Clubs and Wilson Golf Balls. You can have the same kind.



BUDGE: Did that chap ask you what kind of rackets you use, Ellic?

VINES: Yeah! And when I told him I've used Wilson-made rackets for years, he thanked me and marked it down.

BUDGE: Same here. I showed him my Wilson "Ghost"—the kind I've used exclusively since back in 1936. Probably making a popularity survey.

INQUIRER: Miss Hicks, do you find it hard to have clubs made to suit your game?

HELEN HICKS: Why, not at all. I play Wilson Clubs year after year—clubs any woman can get. There's no need to have special clubs today—with a concern like Wilson Sporting Goods Company on the job.



In the words of these stars in two of America's leading outdoor sports, "It's WILSON today in Sports Equipment." Equipment that satisfies the champions is the equipment America wants. What is true of golf and tennis is also true of other sports. Wherever sports-playing America goes into action today—indoors or out of doors—Wilson equipment is in evidence—the pre-

ferred equipment all down the line.

No matter what your favorite sport may be, you can play it better and enjoy it more with modern equipment. Visit your Professional Golf Shop or Wilson Sporting Goods dealer or write us for catalog on sport in which you are interested. Wilson Sporting Goods Co., Chicago, New York, Los Angeles, San Francisco and other leading cities.

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Fanny Barbour

—“Mother” Barbour to her millions of admirers who listen to “One Man’s Family,” radio’s most popular dramatic serial, on the N. B. C. Red Network every Wednesday night. Listen in!

Mother Barbour says:

“My family would be lost without **TENDER LEAF TEA**”

“I know that every mother and manager of a household has the same problems that I have—if not more. I wonder how many are trying to keep things running smoothly and everybody in a good humor, without the enormous help which comes from serving delicious tea?”

“It may sound extravagant to say that Tender Leaf Tea is an ‘enormous help,’ but the soothing, calming, invigorating effect of this excellent tea is no figment of my imagination. We enjoy the flavor so much—but more than that, many of our most disturbing problems seem to solve themselves when the Barbour family gathers around for tea.”

Fanny Barbour



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NOW, in buying tea at your grocer’s, you can select the choice, young TOP leaves of the tea plant—leaves packed with the flavor and fragrance that make tea the world’s most popular drink! Simply ask for “Tender Leaf Tea”—every package is filled with the choice, young tea leaves. No coarse, heavy leaves are included for bulk.

Your grocer has this special tea in 3½- and 7-oz. packages, and in tea balls. Call for “Tender Leaf Tea” by name—try it today!

Salvation Army (continued)



Street-corner revival audience collects haphazardly, watches glumly while cadet evangelists perform. A few finally respond, throw nickels on the drum. Once in a while a man like one at the right in straw hat is actually converted (see below)



Convert kneels and bows his head over open Bible on drumhead. Cadets pray with him to encourage conversion. Other cadets play music so convert cannot be overheard, exhort rest of crowd, which has backed away, to come forward and be saved.



Tavern revival brings more cash than converts. Some tavern-keepers throw the lasses out. But proprietor of Hawkeye Tavern (above) is true to motto on his wall: “There’s always harmony here.” He welcomes Army musicians and gives money.



Cadet exhorts crowd: "It's a glorious thing to be saved, and I want to tell you. . . ." Development of this informal preaching style is important part of college course. Cadet teams follow weekly beats around the city, conduct regular services.



Trunks packed and ready for shipment are not addressed until cadet learns assignment at commissioning ceremony. Cadets get a few days to visit their families before they go to their posts. College building was residence of wealthy shoe manufacturer.



Your Donut Recipe
Can Win One of These

Free Round Trips To Either Fair!

88 OTHER CASH PRIZES!

HERE'S YOUR CHANCE to enjoy the most thrilling vacation of your life—with all traveling expenses paid! We're so proud of the popular Tested Quality Donut exhibits at the Fairs that we're giving away *free* round-trips to New York and San Francisco. Write your own ticket—tell us which Fair you want to visit!

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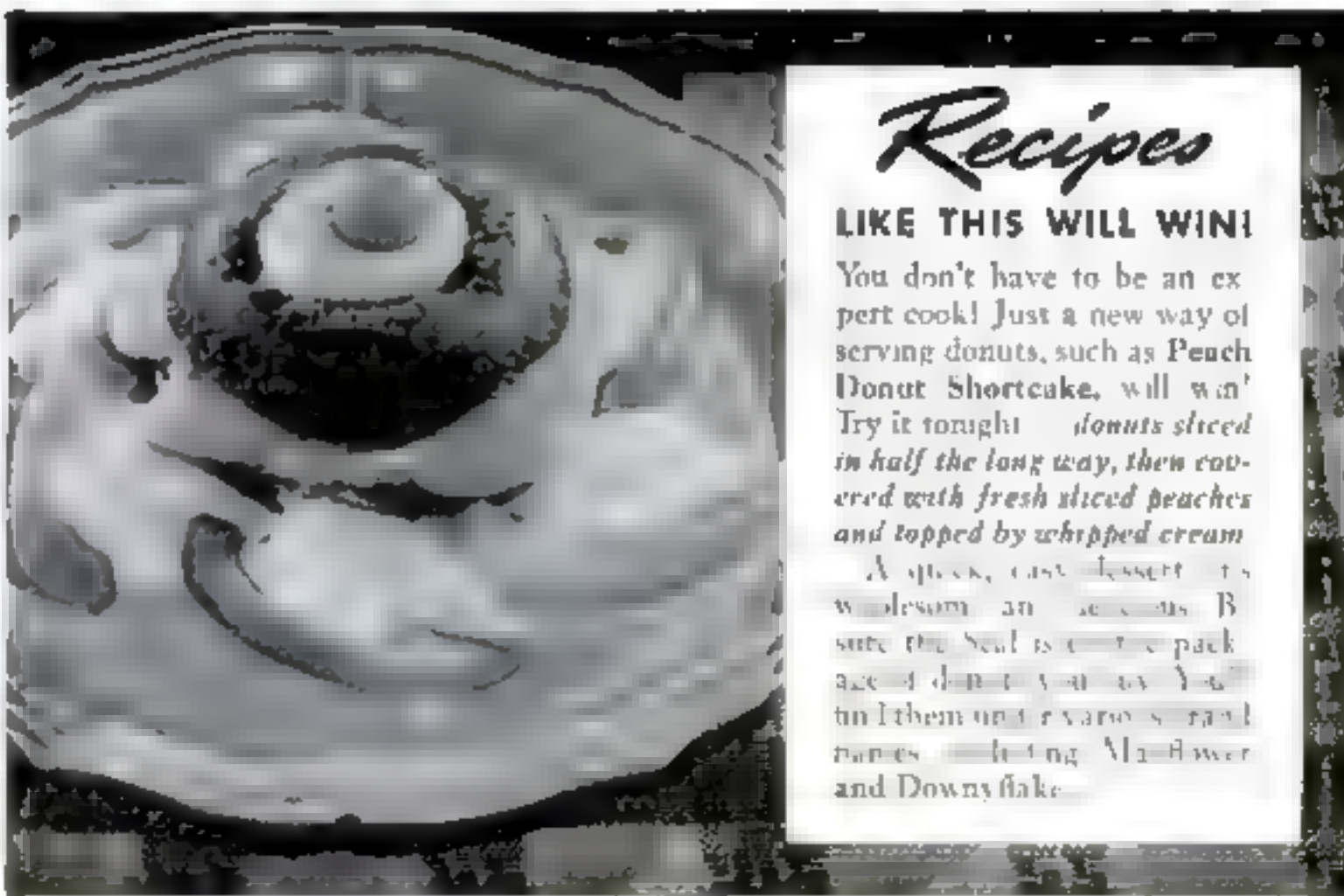
It's almost as easy as dunking a delicious Tested Quality Donut to win a free World's Fair trip or one of 88 cash prizes! For you don't have to

buy anything... you don't need to send in any box tops or wrappers to enter this simple contest.

LOOK! HERE'S ALL YOU DO

Just tell us your special way of serving these special donuts! That's all there is to it—every member of your family has a good chance to win!

So get your *free* entry blank today at any baker, donut shop, or food store that sells Tested Quality Donuts. It gives you full details of this easy contest... the easiest way in the world to win a World's Fair trip absolutely *free*!



Recipes

LIKE THIS WILL WIN!

You don't have to be an expert cook! Just a new way of serving donuts, such as Peach Donut Shortcake, will win! Try it tonight—donuts sliced in half the long way, then covered with fresh sliced peaches and topped by whipped cream.

A quick, easy dessert is wholesome and delicious. Be sure the Seal is on the package and don't forget to tell them our various brand names—Testing Mallow and Downyflake.



Doughnut Corporation of America, New York City Canadian Doughnut Corporation, Ltd., Toronto, Canada

Millions see **FINE MEATS** and costly spices made into

Throngs at New York World's Fair find out how Swift makes frankfurts extra delicious—only fine meats and spices, blended according to a secret recipe, smoked with expert care. To get the same kind at your dealer's, ask for "Swift's Premium"

In one of the spacious wings of the great Swift Building at the New York World's Fair, fascinated crowds are watching Swift's Premium Frankfurts being made. Seeing every step . . . from the time selected cuts of meat march into the grinder . . . till the smoked links are finally banded with the "Swift's Premium" seal of meat aristocracy.

When you see this process yourself, you will know the complete story behind the extra goodness of Swift's Premium Frankfurts. Only fine, fresh meats . . . gentle seasoning according to Swift's own recipe . . . selected spices from far-away lands . . . the most modern equipment

. . . and careful smoking over aromatic hardwood fires.

There is nothing "special" about the way that Swift makes frankfurts at the World's Fair. Throughout the country *all* of Swift's well-equipped kitchens are using the same fine meats and costly spices . . . tending spotless machines with masterly care. Making the same good frankfurts that are capturing the appetites of millions in New York! You'll recognize them at your dealer's by the "Swift's Premium" seal, banded on every fourth link.

Buy some next time you're shopping! There's no better meat for a delicious summer supper *ready in a jiffy*.



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SWIFT'S PREMIUM *Frankfurts*

Swift's Premium Frankfurts



HOW SWIFT'S PREMIUM FRANKFURTS ARE MADE. In the first picture you see the fine, juicy pieces of fresh meat from which Swift's Premium Frankfurts are made. They are being carried to a meat grinder—

larger, but very similar to the one in your own kitchen (second picture). The ground meat passes on to a mixing machine, untouched by hand . . . is delicately spiced according to a very special recipe . . . and is

made into frankfurts. In the third picture you see the savory brown links emerging from the clean, fragrant smoke ovens . . . finished and ready to be banded with the "Swift's Premium" seal of fine quality.



SWIFT'S SPIC-AND-SPAN KITCHENS THROUGHOUT THE COUNTRY ALSO MAKE THESE AND OTHER SUPERB TABLE READY MEATS:

Swift's Premium Meat Loaf
Swift's Premium Braunschweiler
Swift's Premium Cervelat
Swift's Premium Lunar Loaf
Swift's Premium Lunas
Swift's Premium Salami
Swift's Premium Liver Cheese
Swift's Premium Cheesecake
Swift's Premium Pot Roast of Beef
and Swift's Premium Ham,
Delicatessen Style

TASTE THEIR REAL HOME GOODNESS! YOUR DEALER HAS THEM.



As "Swift's Premium" is the brand name of the finest meats, so it is your guide to best quality in frankfurts. Look for the identifying red, white and blue band on every fourth link.

Picnic meals can be delicious *and* easy! Here's a bill of fare to satisfy the most hearty outdoor appetites . . . yet no work at all. *For your entree:* plump Swift's Premium Frankfurts, simmered in water 5 to 8 minutes to heat them thoroughly. Put these savory links into buttered rolls. Add mustard and piccalilli—or for a tempting variation, try chopped onion. *For vegetables:* crisp potato chips, celery and carrot sticks. *For dessert:* fresh fruit and coconut loaf cake. *For that outdoor thirst:* a thermos jug of frosty lemonade. **WARNING!** Your family will want Swift's Premium Frankfurts again . . . soon! For interesting new recipes and suggestions on frankfurt cookery, write to Martha Logan, Swift & Company, Chicago.

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keeper”



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LGAS

GIN QUIZ No. 4

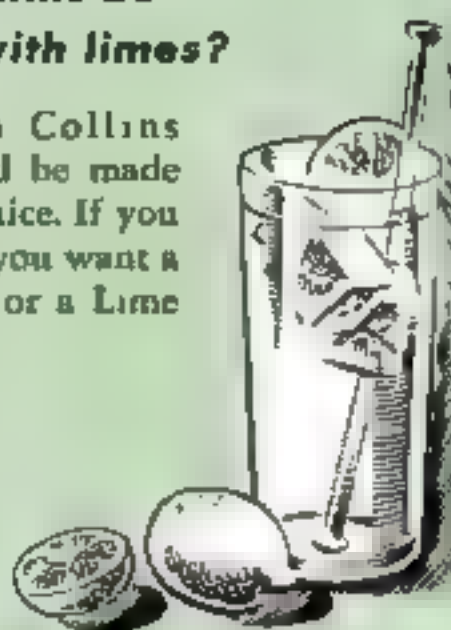
Questions and Answers that will help
you make a better Tom Collins

By JOHN T. FITZGERALD
Chief Instructor, Bartenders School, Inc.,
New York City



I Should a
Tom Collins be
made with limes?

No—a Tom Collins
always should be made
with lemon juice. If you
prefer limes, you want a
Lime Collins or a Lime
Rickey.



II Which way should the drink
be shaken . . . sideways,
or up and down?

Up and down is more effective. The
longer distance between the top and
bottom of the shaker adds extra com-
pression and insures a better mixed
drink. Remember—
you shake a drink
to wake it up, not
rock it to sleep!



III Can plain tap water
be used instead of
carbonated water?

No—a Tom Collins made
with even Hiram Walker's
gin will not taste right if
plain water is used! Charged
water livens the drink,
points up the flavor of the
gin, and makes the "cooler"
taste more refreshing.

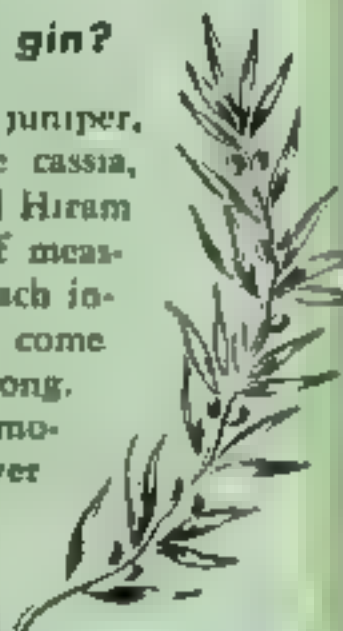


IV Are all gins distilled
in the same manner?

No—some gins aren't distilled but are made by
compounding flavoring substances with alco-
hol and then reducing the proof. Other gins
are made by distilling the flavoring ingredients
with the grain. Hiram Walker follows the lat-
ter method, but has added the famous "Con-
trolled Condensation Process," that insures
a "harmonized" flavor that's always uniform.

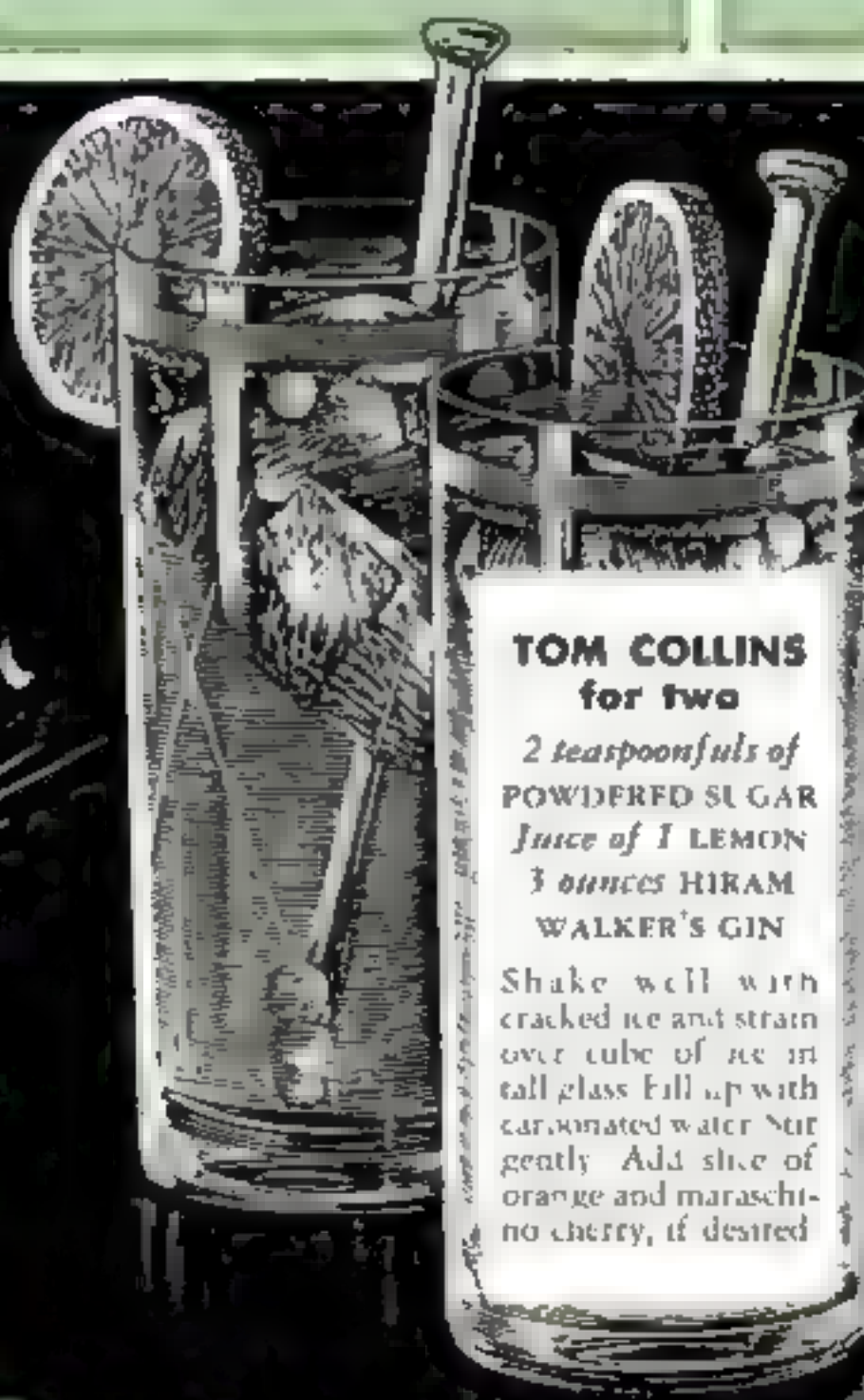
V What ingredients are
used in making gin?

Hiram Walker uses Italian juniper,
Moroccan coriander, Chinese cassia,
and Spanish orange peel. And Hiram
Walker invented a method of meas-
uring the flavor strength of each in-
gredient so that none will come
through too weak or too strong.
The result is a perfectly "harmo-
nized," delicious flavor that never
varies from bottle to bottle.



Harmonized
FLAVOR
... that's why

America buys more
Hiram Walker Gins
than any other kind



TOM COLLINS for two

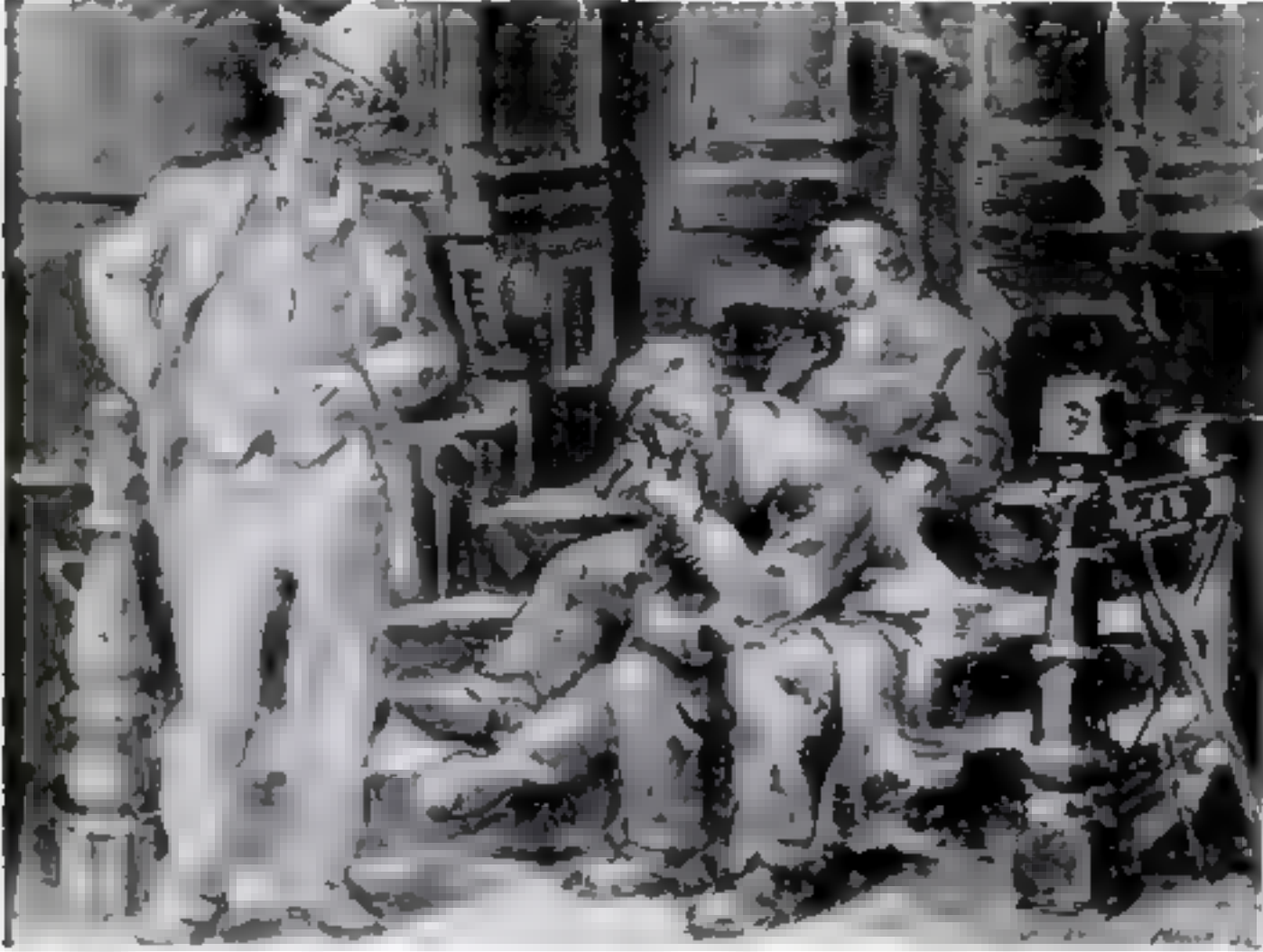
2 teaspoonsful of
POWDERED SUGAR
Juice of 1 LEMON
3 ounces HIRAM
WALKER'S GIN

Shake well with
cracked ice and strain
over cube of ice in
tall glass. Fill up with
carbonated water. Stir
gently. Add slice of
orange and maraschi-
no cherry, if desired.



Distilled from grain. 90 proof
Hiram Walker & Sons Inc.
Peoria, Illinois

BOWERY BUM LANDS ON FIFTH AVENUE AS NOTED ARTISTS GIVE HIM BENEFIT SHOW



BROE POSED FOR ALL THREE MEN IN THIS PAINTING BY REGINALD MARSH

This month in New York, eight famous artists are paying their respects to a Bowery bum. His name is Walter Broe and he has posed for them all as a model. Now at the Montross Gallery on Fifth Avenue they are showing 40 pictures of Broe, five of which are reproduced here. Each artist has donated at least one work to be sold especially for Broe's benefit because he needs new clothes and a new set of teeth.

Until a few years ago Broe roamed the country like any hobo. One winter night in New York he was retrieving coins dropped through a sidewalk grating. Artist Raphael Soyer, passing by, was struck by Broe's careworn face and took him home to pose for a painting. Since then many of Soyer's friends have painted Broe looking hungry, jaunty, bitter, resigned, wise and sleepy. Photographer Alfredo Valente posed him above leaning on a medieval hymnbook. (Broe often sings Latin hymns he learned in an orphanage.) Happy at his new job, Broe has recently given up whisky because he used to waver during long poses. A poet at heart, he says, "On the merry-go-round of life at last I've grabbed the brass ring."



BROE AND OLD MUSIC



BROE IS AT LEFT IN SOYER'S MISSION SCENE



F. LYDER FREDERICKSON PAINTS A GLOOMY BROE



BROE DUSTS IN MINNA CITRON'S "GOLD COMFORT"



BROE KNEW FROM EXPERIENCE HOW TO POSE THIS WATERFRONT SCENE FOR KATHERINE SCHMIDT. SHE SAYS: "BROE IS MORE THAN A MODEL. HE IS A DEVOTED CO-WORKER"



MOTHER! GET THE BAND-AID QUICK!
Will it be a skinned elbow... a barked shin? With Band-Aid handy, though, there will be *instant* protection for the

scrape. For Band-Aid is a neat, ready-made bandage. Just stick it on! Easy to apply. Band-Aid stays on—even on awkward, hard-to-bandage surfaces.



CALL FOR

Don Q

PUERTO RICAN

Rum

BY NAME!

Don Q is a blend of pure Don Q Rum, product of Puerto Rico. It is a smooth, rich, and delicious rum, with a long history of being enjoyed by men, women, and children. Don Q is a true rum, and it is the only rum that is made from 100% pure cane sugar. Don Q is a great rum for any occasion. Serve it with your favorite drinks at the bar or at home.

WHITE LABEL for cocktails
GOLD LABEL for table drinks

Don Q is a product of DESTILERIA SERRALLES, INC. PONCE, PUERTO RICO

Model Broe (continued)



With good shoes and a cigaret, Broe goes back to Union Square in New York where he used to sit with other jobless men. The monument behind him is to U.S. freedom.



Broe poses for Raphael Soyer's new painting, *Man Drinking Beer*. Broe started posing with a glass of ink, but changed to the real thing in order to "feel the part."



Broe takes a cat nap after cooking his own dinner in Soyer's studio where at last he has found a home. For three years Broe slept on park benches and in subways.



"DINNER'S COMING"

A hard picture to get — but Agfa Film got it!

IT'S HARD TO GET a baby picture with the line-like quality and detail of this one. But see how Agfa Film does it!

Notice the depth and roundness of the head sculpturing... the subtlety of tones in the facial modellings. And see the detail in the hair, and in the hands... as well as in the shadows on the back of the chair.

Agfa Plenachrome Film's "extra margin of quality" makes it easier to get pictures like this. It gives you the

best results under ordinary conditions, and *surprisingly good* results even under unfavorable conditions.

Plenachrome's fine grain, high speed, wide latitude, color sensitivity, and accurate response to light values make it a film you can *always* depend on!

Buy some Agfa Plenachrome Film, today... and start getting better pictures! Every roll of Agfa Film is guaranteed: "Pictures that satisfy or a new roll free!" *Made by Agfa Ansco Corporation in Binghamton, N.Y., U.S.A.*

Agfa Film



"Pictures that satisfy or a new roll free!"

This pigheaded Dutchman



had the RIGHT IDEA!

LEEUWENHOEK was a pigheaded Dutchman. He insisted on trying to see what no one else could see . . . on finding ways to learn what others thought unlearnable. So he made himself the first microscope—and made it possible to measure and chart a whole, new, teeming world of life! He was the first of the microbe hunters!

A long-neglected void in advertising knowledge, attacked in similar spirit, has just been filled by this new, dramatic, and valuable discovery . . .

That Collier's, Liberty, LIFE, and the Saturday Evening Post in combination reach a total net unduplicated weekly audience of 40,100,000 people!

This fact is revealed in Report No. 2 of LIFE's "Continuing Study of Magazine Audiences"—a Study initiated because of dissatisfaction with current inadequacies in assaying the full influence of magazines, a force that every business man realized was greater than indicated by circulation figures.

Employing the most recently perfected research methods, this Study provides the first scientific measurement of magazine influence, the first accurate estimate of how many more people read the four great weekly magazines than buy them. In doing this, the Study throws open to drastic re-examination and realignment of opinion the whole subject of evaluating all media.

A Vital Discovery

Revelation of this enormous "packaged" weekly audience of 40,100,000 people constitutes the very latest findings in the Study that has rightly been termed "The Biggest Advertising News in 25 Years."

It shows that the four great weekly magazines, together, deliver an audience every week of more than a third of America's total population above the age of 10 years—an audience that includes at least one half of the primary market for advertised goods.

Furthermore, these magazines concentrate most

of their power in urban centers, where most business is done. They provide, at strikingly economical cost, probably the most inclusive and effective means of reaching the active buyers in America every single week!

A Significant Trend

That alert advertisers are becoming more and more alive to the unique value of the four large weeklies, is apparent from the increased amount of money advertisers are investing in this media group.

The trend unquestionably reflects recent fundamental reconsiderations of advertising values—and a more general realization of the true, full influence of America's great weeklies on men, on women, and on children.

LIFE is gratified that one important factor in effecting this realization is the knowledge being

brought to light and offered for use, in the "Continuing Study."

Latest Audience Figures revealed by Study—showing the number of people who see, open, and read part or all of each issue of the four largest weekly magazines:

Magazine	Circulation*	Audience
COLLIER'S	2,755,389	15,800,000
LIBERTY	2,555,450	13,800,000
LIFE	2,408,466	18,200,000
SATEVEPOST . .	3,151,938	13,100,000

Net unduplicated audience, four magazines,
40,100,000

*First quarter, 1939, publishers' statements

REPORT NO. 2—the complete Study up to date—will be promptly sent you if you will simply write or telephone for a copy.

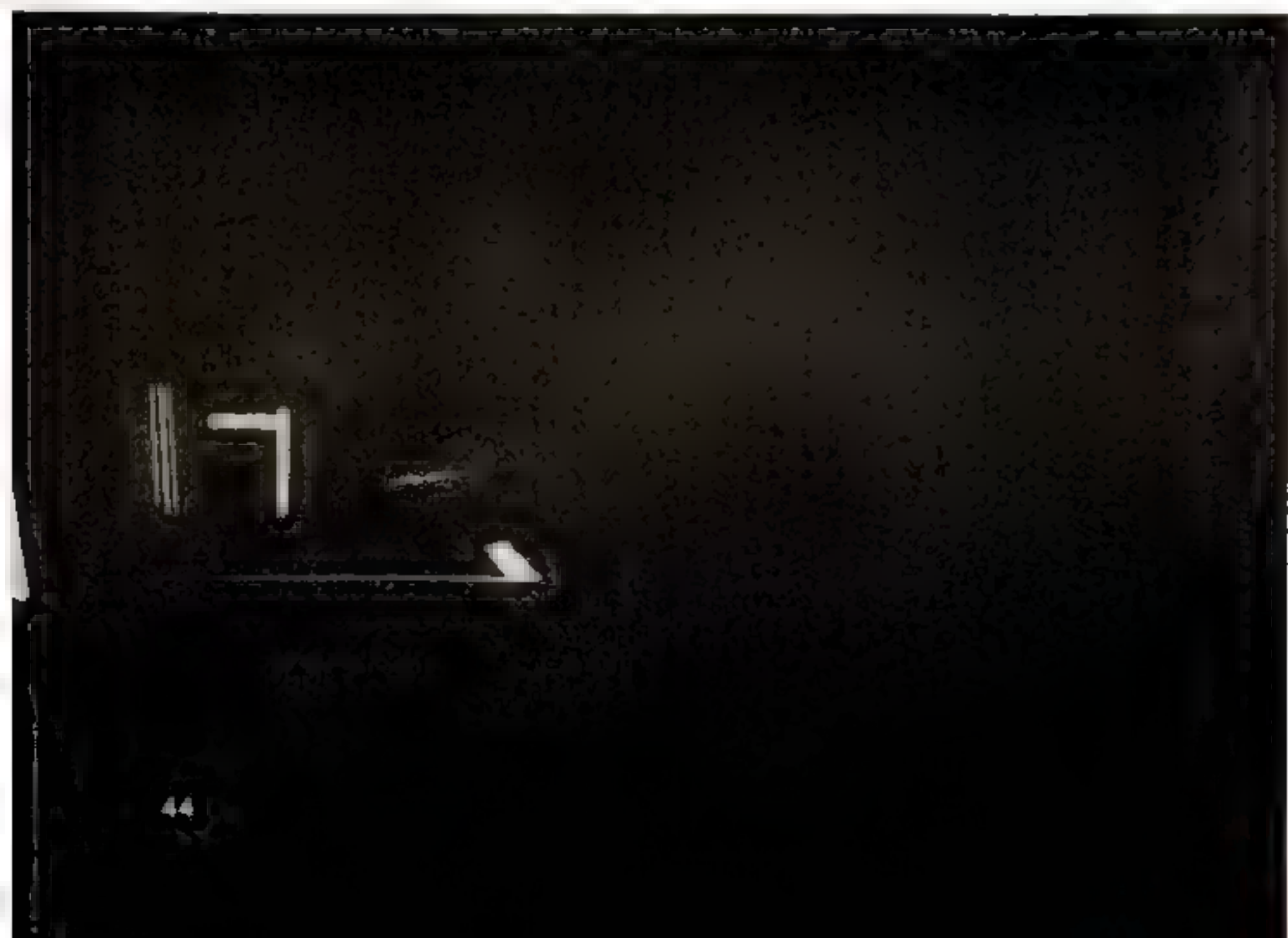




In daylight, car at left approaches an intersection near Kennington. Since this is England, he drives on the left side. The road has been marked with white fluorescent paint for driving by black light. Car's markings at left corner warn of curve. Rhead estimates the cost of processing roads is about \$50 a mile.



At night same road looks like this under ordinary headlights. Path of light makes good airplane target. Below is same scene under a black light beam lamp. Light picks out only fluorescent guide marks—direction post, solid and stop line, curve markings. These markings are enough to drive by at moderate speeds.



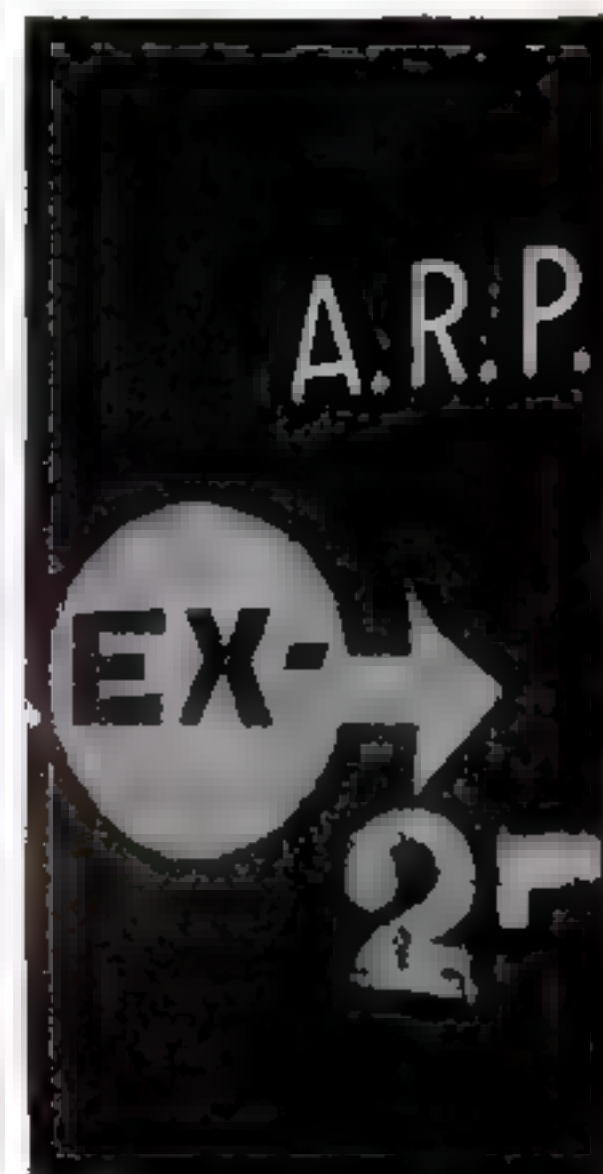
"BLACK LIGHT" FOR BLACK-OUTS

New ultraviolet lamp will enable England's traffic to move in dark during air-raids

Like the rest of war-seared Europe, England for two years has been intent on teaching its civilians what to do in case of enemy air raids. An essential part of this defense against bombers is the black-out, in which a whole city or countryside is plunged into darkness. One trouble with the black-out is that traffic is brought to a standstill and residents cannot be evacuated to safety out of cities. To solve this problem, an Oxford physical chemist named Allen V. Rhead is ready with "black light."

Black light is that part of the spectrum which is invisible to the human eye—the ultraviolet or short waves. Certain fluorescent substances, however, absorb and re-radiate black light as visible rays. Rhead's contribution (with co-inventor John Evans) is a portable ultraviolet-ray lamp which can be attached to any motor vehicle. Operating on a common automobile battery, Rhead's mercury arc lamp throws an invisible ultraviolet beam which makes specially painted road markings gleam in the night. Although a match can be seen a mile away, reflected black light maximum 300 ft., standard for enemy aircraft.

Chemist Rhead's fluorescent powders (for paints, varnish, plastics and rubber) are his secret. They come in a variety of colors. For black-outs, the inventor suggests this color scheme: white for curb sides, blue for traffic signs, yellow for first-aid stations, red for hospitals. Black light sets would also be used for work inside factories and hospitals and by ambulance squads in the field.



Oxford boathouse wall is painted to show up under ordinary light (left), under black light (right). "A.R.P." Air Raid Precautions is brightest because it is painted with almost pure fluorescent powder. "EX" (Exit), painted in plain white, is white under ordinary light, black under black light.

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What does this amazing record mean to you?

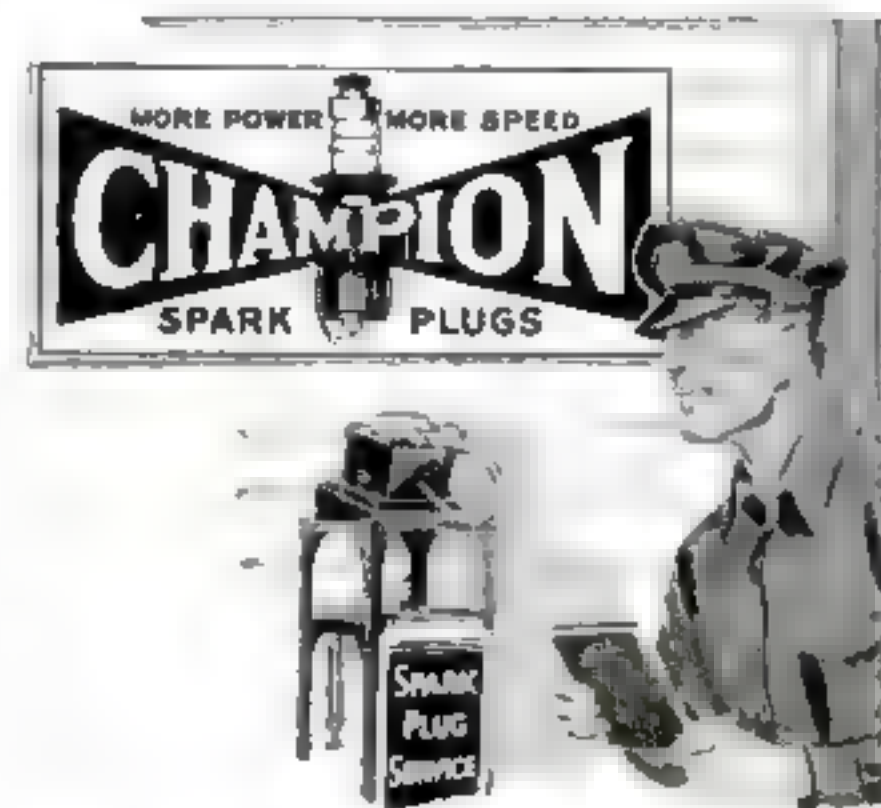
In the last 16 Indianapolis 500 Mile Races . . . 151 out of the 160 cars finishing in the money . . . including 15 winners . . . the present qualifying and race record holders . . . and 9 of the first 10 in 1939 . . . used dependable Champion Spark Plugs . . . truly an amazing record!

When one spark plug is so consistently chosen by the racing fraternity and is conclusively outstanding in an event of such unparalleled severity on men, engines and equipment, it establishes, beyond any doubt, that Champions insure better engine performance in your car.

Champion's unequalled resources, engineering and manufacturing facilities have been exclusively

devoted to building better spark plugs for well over a quarter century. Today Champions offer you advances and advantages not obtainable in any other spark plugs.

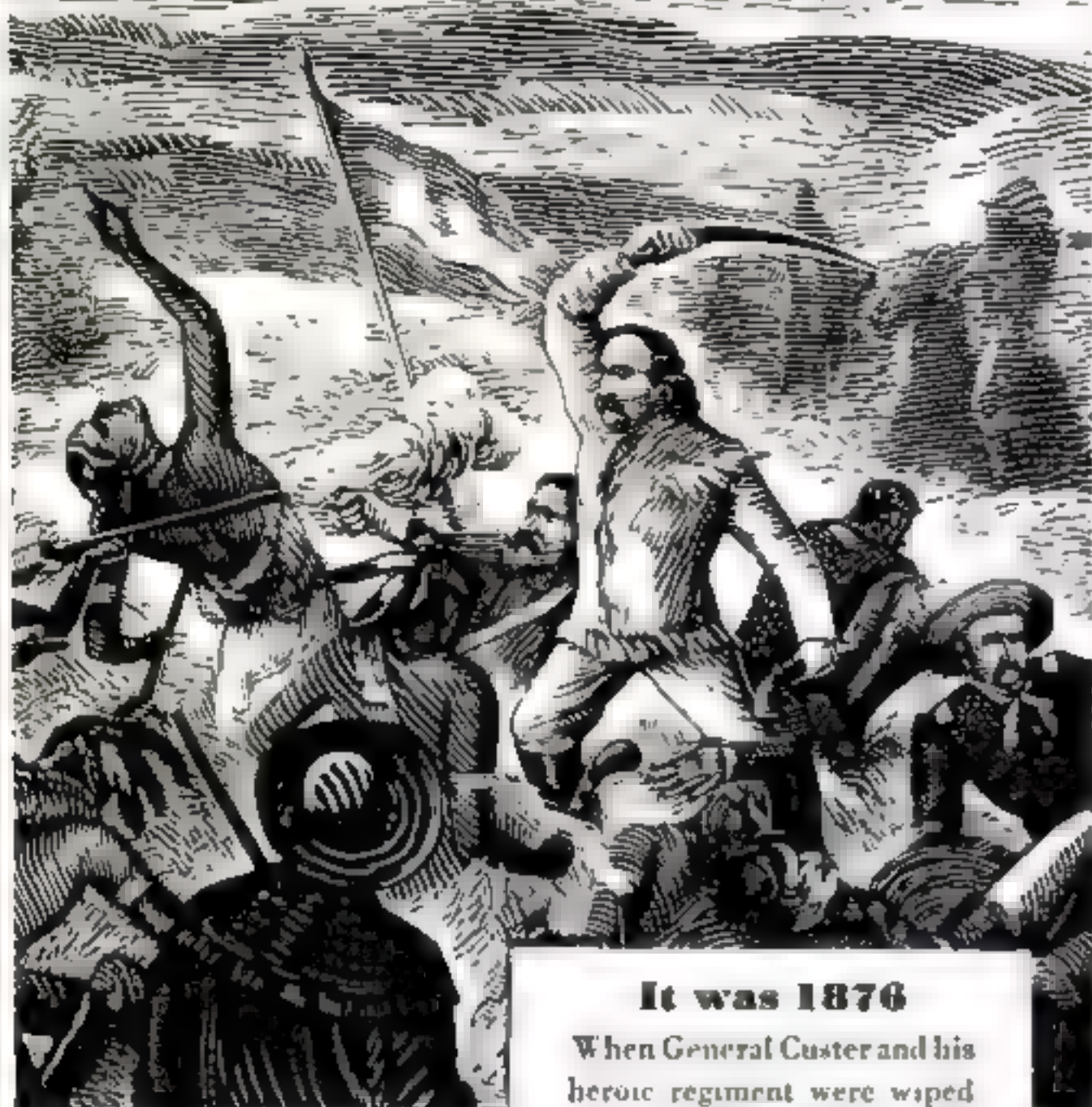
Demand Champions for your car, and you can be certain that you will get the better engine performance and dependability which have made them Champions in fact as well as in name.



USE THE SPARK PLUGS CHAMPIONS USE

The Sign of Dependable Service

The Oldest Name in Scotch



It was 1876

When General Custer and his heroic regiment were wiped out by the Sioux Indians under Chief Sitting Bull.

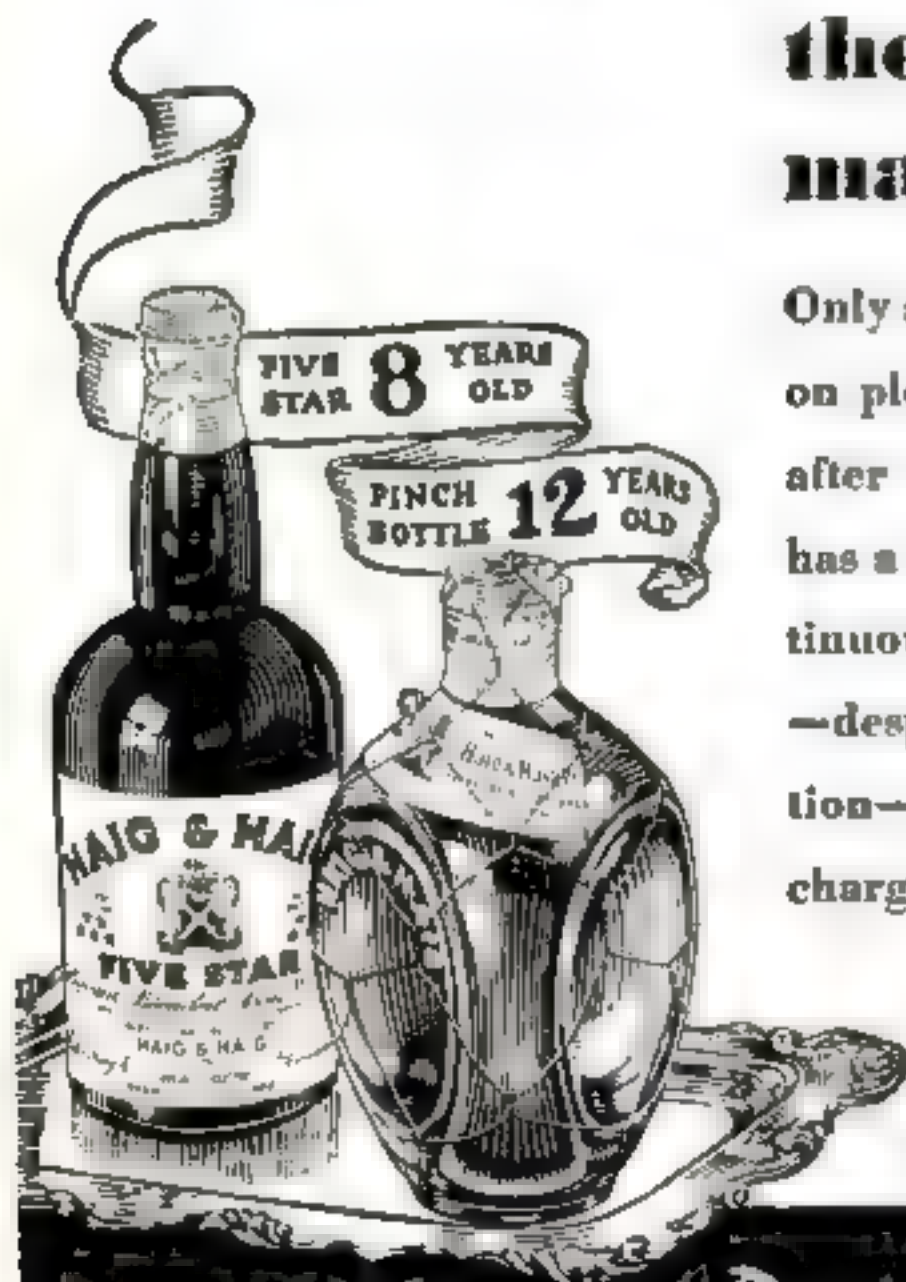
249

YEARS BEFORE

CUSTER'S LAST STAND...

the Haigs were making Scotch!

Only a very fine product can keep on pleasing the public—century after century! And Haig & Haig has a 312-year-old record of continuous satisfaction behind it. Yet—despite this exclusive distinction—Haig & Haig makes no extra charge for its great name and fame.



Don't be vague—Ask for Haig

Haig & Haig

BLENDING SCOTCH WHISKY—24.8 PROOF

SOMERSET IMPORTERS, LTD., NEW YORK, CHICAGO, SAN FRANCISCO

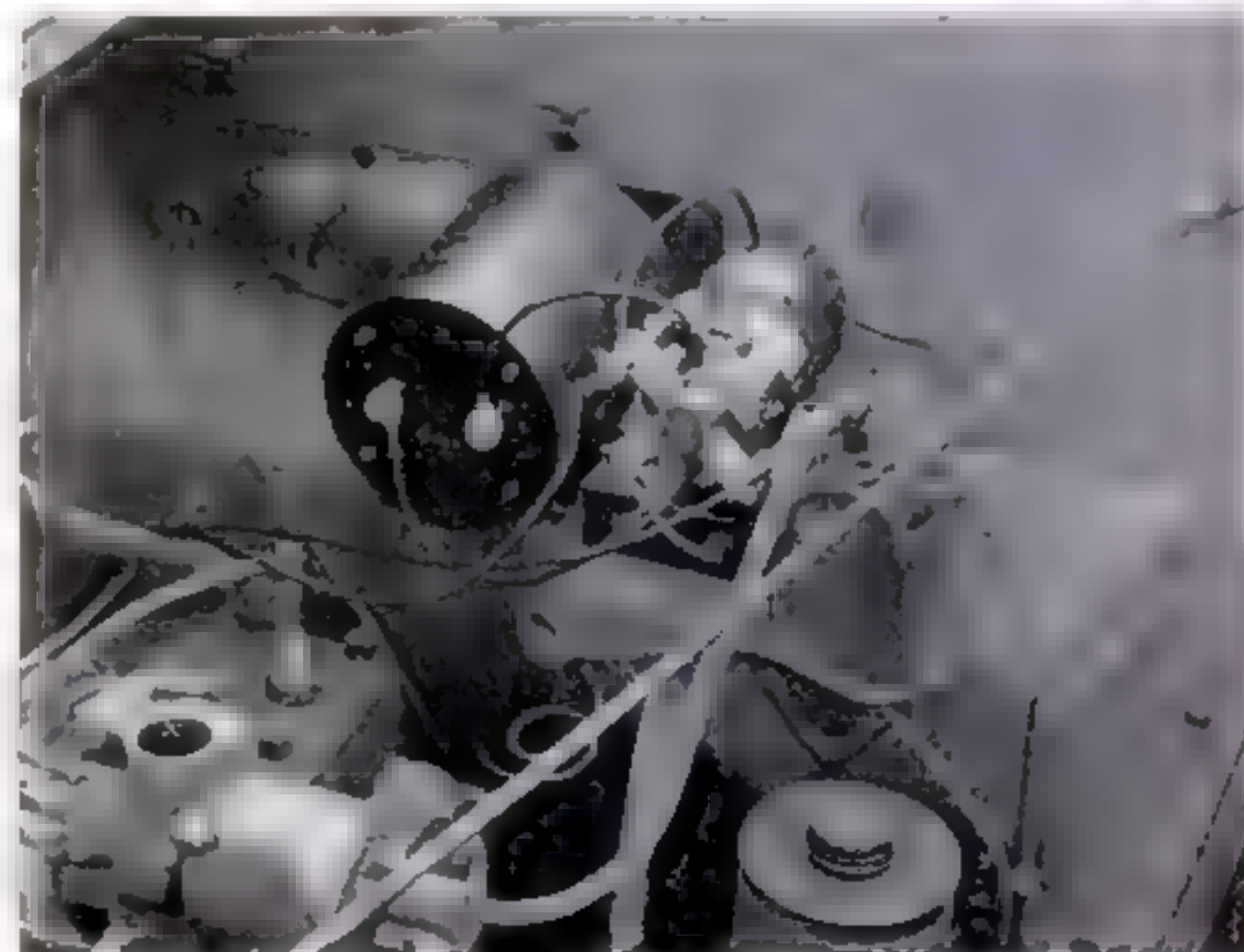
"Black Light" (continued)



In his Oxford laboratory, R. L. (left) tests a mercury vapor bulb and a black cloth (right). Lamp emits dim (3' c) light visible to human eye, but extra visible rays, passes ultraviolet. The filter, held by assistant, makes it completely invisible.



Oxford street-cleaning truck is equipped with U. S. light. Front lamp close to radiator. The mercury arc bulb is set in a reflector and is back glass for safety. Truck is used by hand V.R.P. unit in operation—see picture after mock gas reads.



Black-light unit, under truck hood attached to car battery, consists of an inverter (right) and transformer (left). It costs \$50 now, could be made cheaper. Government is studying proposals to make it compulsory equipment for all automobiles.

WITH THIS EMBLEM—SHOW YOUR COLORS!

Join this crusade against
"SCREWDRIVERS"

-help cut STOP-and-GO 25%

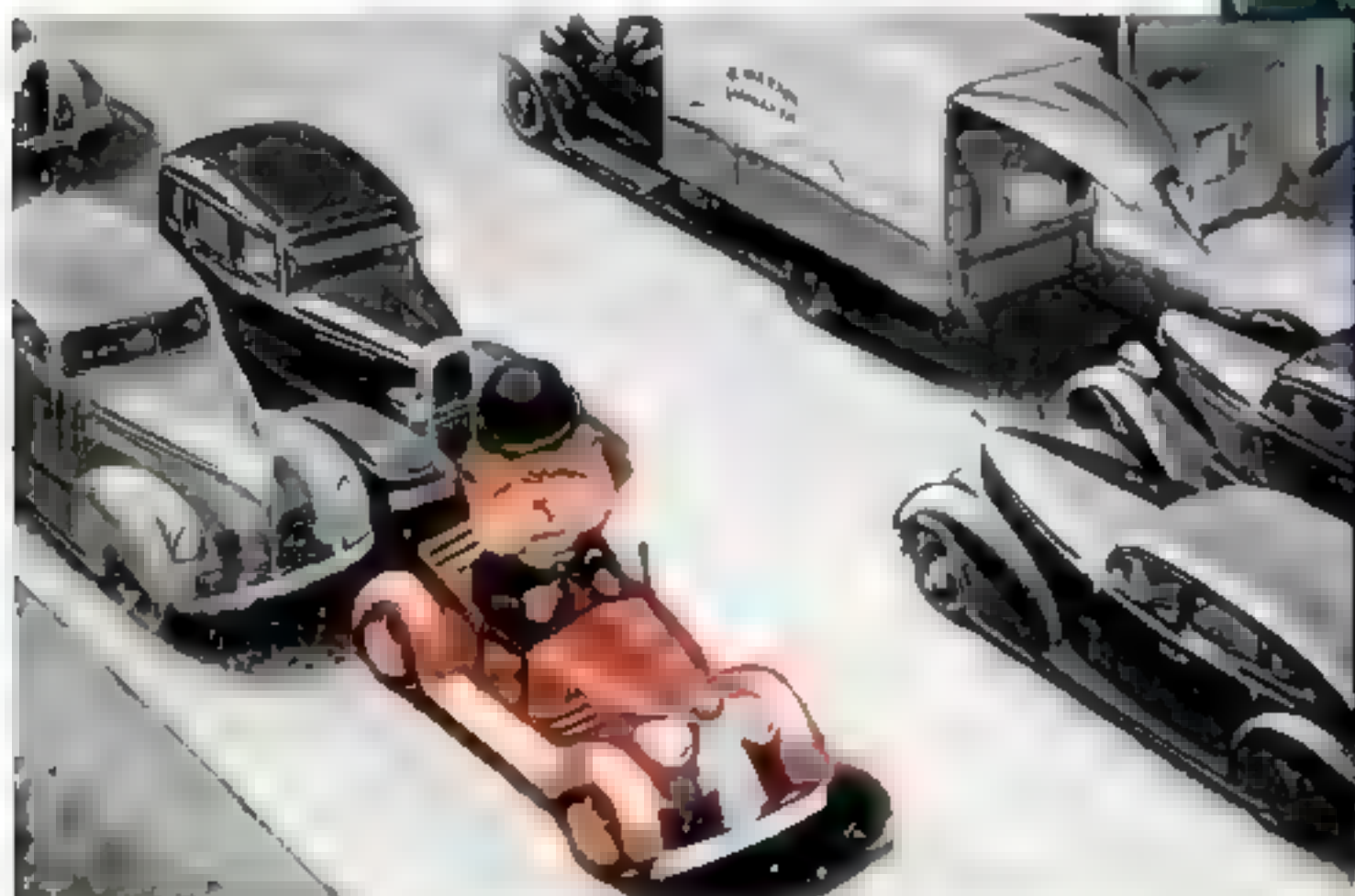
WE Shell dealers have started something! In addition to selling Super-Shell, the gasoline which cuts the cost of Stop-and-Go, we're headquarters for the nation-wide Share-the-Road crusade to cut the *amount* of Stop-and-Go!

Traffic authorities say 25% of all Stop-and-Go is caused by thoughtless, selfish driving—by "Screwdrivers."

The *Share-the-Road* Club is out to correct this condition. Public opinion can curb "Screwdrivers"—cut Stop-and-Go 25% right now!

SHOW YOUR COLORS—come in and we'll attach the Shell Share-the-Road emblem to your car FREE. We'll give you a booklet that shows the boners "Screwdrivers" pull.

For the Stop-and-Go driving that *can't* be avoided, we recommend Super-Shell. With Super-Shell and "Share the Road," *everybody* saves!



WIDE-MODEL "SCREWDRIVER" — 20 miles an hour is his pace—but you need an airplane to pass him! A line of cars jams up behind, and needless Stop-and-Go results. Remember, your engine uses 3 times as much gasoline in low and second gears as in high—when a "Screwdriver" forces you to shift gears, you pay!

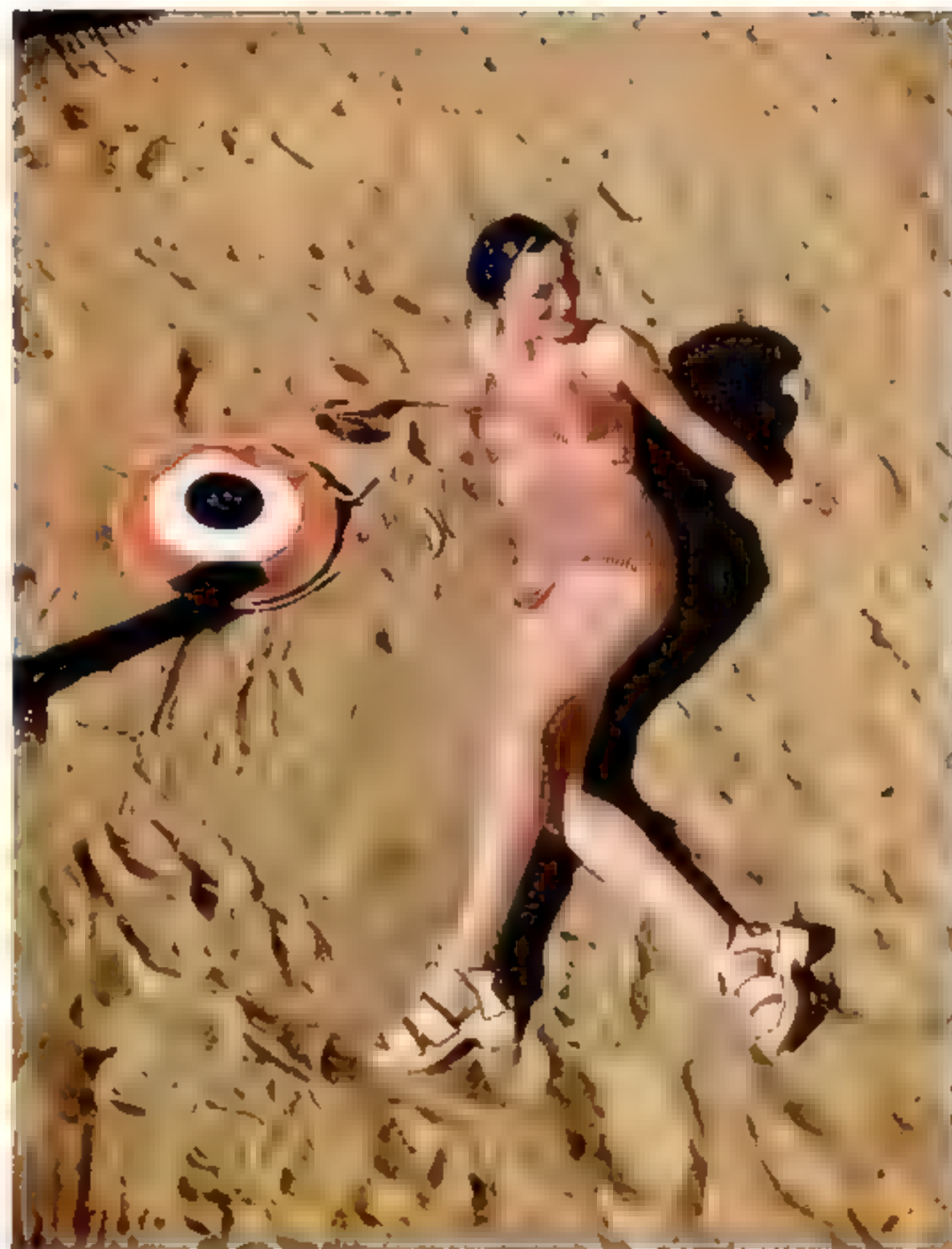


"Share the Road" and SUPER-SHELL both save on STOP-and-GO

MODERN LIVING



Shocking red is one of a dozen different red shades being used for bathing suits this summer. This one of rayon Lastex costs \$2.95. The rough straw sunshade hat costs \$6.



Candy-stripe-red rayon-Lastex suit comes from Hollywood, costs \$9.95. The wooden clogs have washable tops, cost \$1.95. The roomy target bag is made of canvas, costs \$3.98.



Tamale-red cotton is used for the lining of this natural-color raffia beach coat which costs \$19.95. The headband and the soles of the beach shoes are also made of raffia.



Gingham red makes this ruffled three-piece bathing suit of panties, short detachable skirt and bra top, costing \$7.95. Red-checked gingham is the fabric sensation of the season.



DRESSMAKER PLAY DRESSES FLATTER FIGURES, PROVE ADAPTABLE FOR SWIMMING AND LESS EXERTING BEACH ACTIVITIES. ROPE AND RUBBER-HOLED SHOES PROTECT FEET

HOLLYWOOD STARLETS RESPONSIBLE FOR RED MENACE IN SUMMER BEACH CLOTHES

To Hollywood starlets who sun themselves at resorts frequented by movie directors and producers, beach-lolling is not an idle pastime. Every wise aspirant knows her fortune may depend on her ability to attract the right glance to her figure. To make sure her figure will not be overlooked, she frequently wears red. Because Hollywood is rapidly becoming the most important influence in sportswear in the U.S., it now looks as if the beaches of the country will be overrun by a red menace this summer.

On the opposite page are four of the scores of different reds being shown in beachwear this season. On this page and the pages following are pictures of Hollywood starlets in some of the newest non-red bathing suits. In the picture at right, Joyce Mathews is wearing a \$2.95 elastic-shirted cotton bathing suit consisting of shorts and camisole top. In the picture above, the girl at left is wearing a two-piece print suit with naked midriff. It costs \$10.95. Her friend at right prefers a printed-cotton Victorian-type playsuit with a short full skirt, \$6.50. Her \$5 picnic-basket beach kit contains powder, lipstick, sun-tan oil, sun cream, can hold lunches or added bathing accessories. Both have short full skirts which are becoming not only to bulgeless beauties but to ladies with bumps.

Because skirts on the whole are more flattering to the figure than shorts, brief skirts are now replacing pants for active sportswear. For pictures of the popular new short sports dresses, turn the page.



CONTINUED ON NEXT PAGE



A beach favorite is this white terry-cloth knee-length beach suit with hood attached. (\$3.95) It looks like a dress with a buttoned. The large glare-proof glasses are new, have pastel or white frames.



Zipper front on this white skirtless bathing suit helps Rita Hayworth adjust it to fit her sun-tanning requirements. The zipper goes down to the waist. Red and blue trim. \$5.95.

THE TENNIS COURT FASHIONS



Circular skirts open at the front for free action, worn over shorts, make ideal tennis outfits when combined with free-action shirts or sweaters. This skirt costs \$2.98, the shirt, \$3.95.



One-piece tennis dresses have brief full skirts, shirred fullness at back and roomy short sleeves. This dress made of white pique is easy to launder and costs \$3.95 with belt.



Rita Hayworth suns herself in a striped-cotton dressmaker suit that costs \$3. **Lynn Bari** (at right) is lined into an adjustable black-satin swim suit that sells for \$3.95.



Short-waisted cardigan (\$3.95) is worn over a pique tennis dress with shirred top and pants (\$3.95). At right, **bazer** (\$2.95) fits over sleeveless dress (\$2.95).

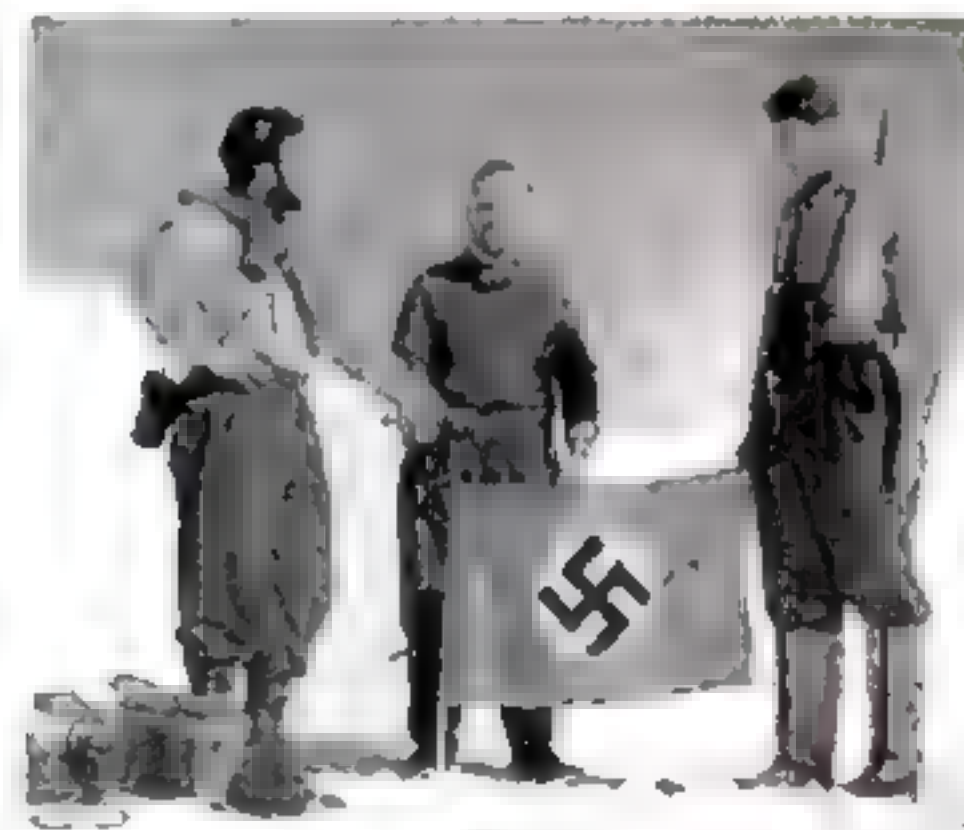


NAZIS IN ANTARCTICA

"SWASTIKA OVER THE ANTARCTIC" ran the German headlines when these pictures reached Germany a month or so ago. They depict Germany's opening gun in the war for colonies of ice around the South Pole (LIFE, June 12).

This Nazi expedition which left Hamburg last December started an international controversy by claiming for Germany Antarctic territory which Norway had already photographed and mapped as a base for its whaling ships. Said the Norwegian press: "At least there is no population in the disputed area to appeal to Chancellor Adolf Hitler for protection."

The German expedition used the *M. S. Schwabenland* and two planes; brought back eight penguins and a superb collection of photographs. The continent shown in them is by far the world's highest, coldest, most germless, quietest, windiest, iciest and most desolate. Last fortnight a House subcommittee turned down a Department of Interior request for \$340,000 to send a U. S. expedition to Antarctica to lay official claims to territory explored by Byrd and Ellsworth. The State Department induced the subcommittee to reconsider. Admiral Byrd says that the Monroe Doctrine should be extended to include Antarctica.



Swastika flags along coast. Others with arrows attached, were dropped by plane along south, east and west borders.

Mountain ranges of black basalt, drowned in 2,000 ft. of snow and ice, stood across the Germans' path. An isolated

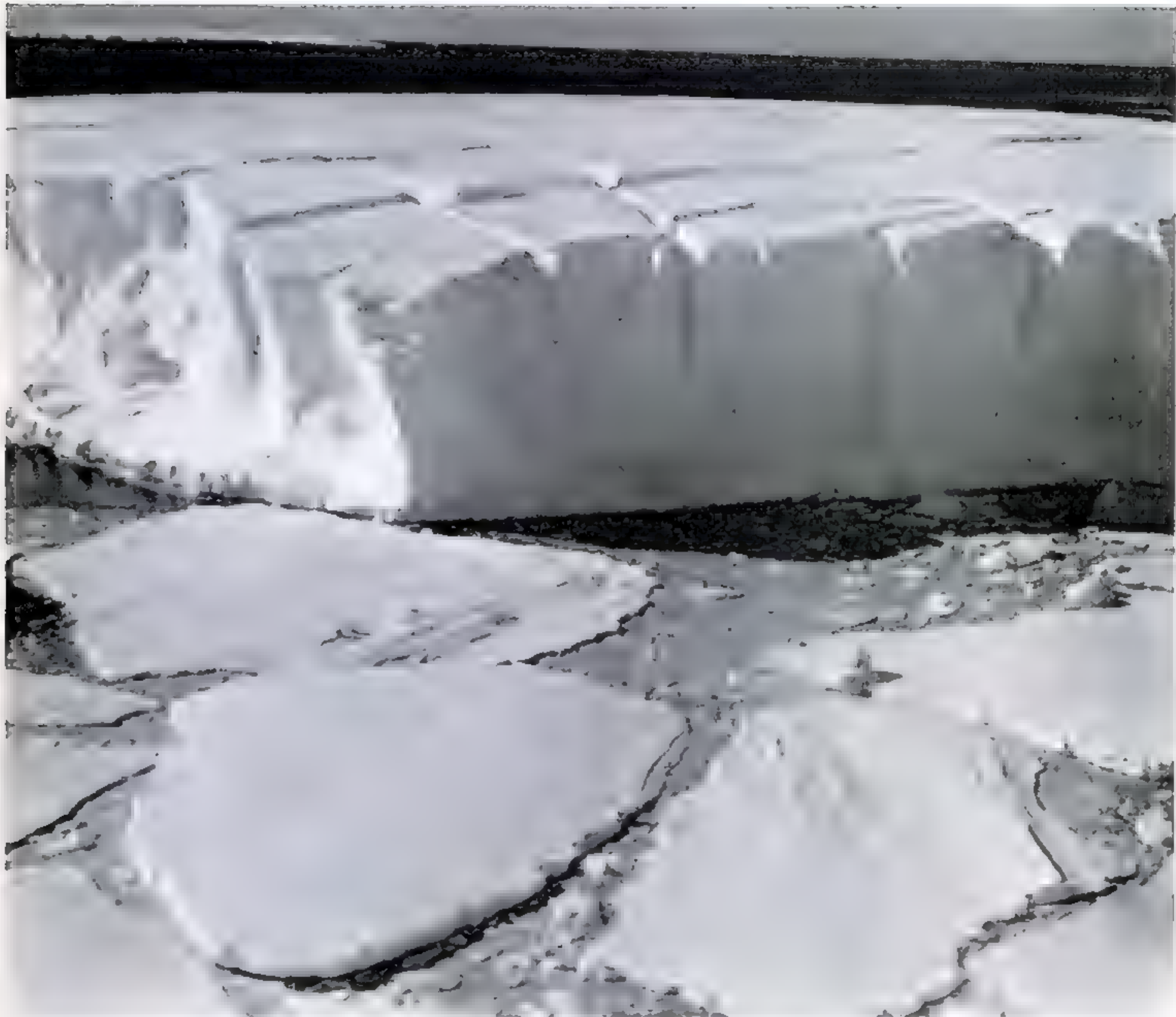
continent surrounded by oceanic depths. Antarctica has an average height of about 6,000 ft., the highest in the world.



German scientists land on an Antarctic ice floe from the *M. S. Schwabenland*, seen in the distance. This is Antarctica's January summer when the snow briefly melts and penguins nest.



A split in the ice shelf 100 ft. high widens into a channel, filled with floating ice. In the far distance is the Antarctic Ocean. This picture was taken by one of the *Schwabenland's* planes.



An iceberg cracks away in the Antarctic summer thaw which rarely goes above freezing. In the winter it is so cold that seals stay in the icy water which is a great deal warmer

than the air. This floating block of ice and snow is about as high as a ten-story building and as big as several city blocks. Four times as much as is visible lies under water



The Germans land on pack ice from their Lufthansa plane, the *Boreas*. They dressed as for a New England winter. The air is dry, germless and superlatively healthy in Antarctica.



Fun with seals relieves the endless day of the Antarctic. These are in the middle of their mating season. During the winter they wear a 4-in. layer of blubber under their hair.



THE MOST FANTASTIC FOREIGN BUILDING IS ITALY'S, WITH WATERFALL AND BAS RELIEF OF MARCONI

Life goes WORLD

It turns out to be

When the sun shines bright in Flushing, the light beats back from the white buildings onto the colored decorations on them, seem to dance. The pavement turns warm and soft and sways under your feet. Lively music floats out of the air from invisible loud speakers. The tractor-train honk a theme from *The Sinfonietta in New York* to show you not of the way. The flags whip in the breeze. In a breath-taking array of modernist architecture, the buildings march down long well-ordered avenues. And your fellow foreigners trudge on cramped feet with dazed eyes.

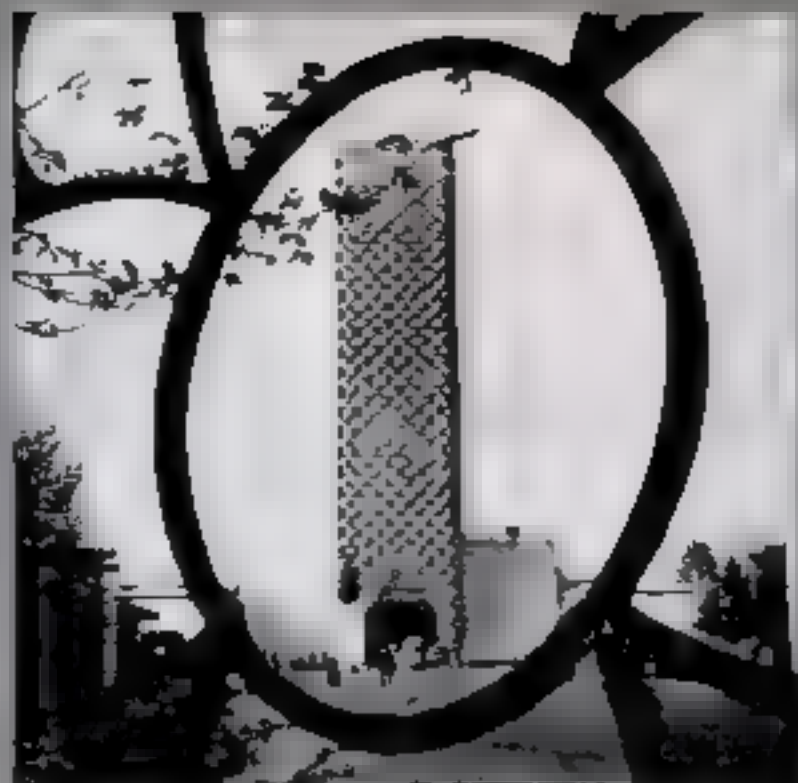
The New York World's Fair is a gay and gaudy carnival. But it is also a stirring celebration of today's world—a boast by America about America for Americans. In its industrial exhibits, which are the backbone of the whole spectacle, the Fair is soberly instructive and fascinating. It is, in all, a wonderful place.

The most wonderful part of it is that the Fair, two months after its opening, is now really finished. New Yorkers who scorn any show of civic pride, snooted the Fair for months before its April 30 premiere. But opening day came and New Yorkers went out to see if there really was a Fair on the Flushing Meadows. They found themselves going back again and again. It became small-town fashion for New Yorkers to brag about the number of times they went to the Fair. Manhattan restaurants and theaters, which had been expecting the Fair to boom their business, found instead that their regular clientele was deserting them for the Fair. They were in despair.

In mid-June the tide of out-of-towners began to flow in. The American Automobile Association noted that motorists'



CZECHO-SLOVAKIA
BY THE AMERICAN PEOPLE TO THE AMERICAN PEOPLE THROUGH FRIENDS IN AMERICA



to the **S FAIR** a wonderful place

travel inquiries were up 10% over last year, largely owing to the New York Fair. Hotels in Manhattan reported that the increase in out-of-town business over 1938 had jumped from 27% in early May to 68% in late June. The streets of New York began to fill with people with Midwestern accents and faces reddened by the Kansas sun. Night-club waiters complained of averaging lower tips, a sure sign that out-of-town visitors were coming in. The Fair announced that its paid attendance was almost 6,000,000 up to the middle of June, only 1½% below the estimates that the Fair had made before opening. Its daily attendance figures doubled the comparable number at Chicago's 1933 Fair. All the best industrial exhibits were playing to capacity crowds.

LIFE has already been to the Fair many times. It has examined the Fair in embryo (LIFE, Jan. 31, '38), described the theme center's Perisphere (LIFE, Aug. 1, '38), given a long preview (LIFE, March 13), attended its opening (LIFE, May 15), ridden on General Motors' Futurama (LIFE, June 5). This time LIFE goes to the Fair in party mood, just as anxious to hit the high spots as any visitor who has only two or three days there. What it shows here, LIFE has examined critically and recommends in all heartiness. But even in these 16 pages LIFE cannot show all of the fine things the Fair offers. For these you must consult your own interests and the many good Fair guides. LIFE sets down one main rule: *pick out what exhibits you want to see, mark them on your Fair map, go to see them directly and without side excursion.* The Fair has 65 miles of paved streets and was not planned with any respect for human feet. It is not wise to wander into strange buildings looking for short cuts. There are no short cuts in the World of Tomorrow.



A GIGANTIC GEORGE WASHINGTON ON CONSTITUTION MALL. FAIR HONORS HIS INAUGURAL 150 YEARS AGO





Children and notables can try glass blowing

The Glass Center has attracted more than 2,000,000 people, almost all of whom get dizzy looking up into the ceiling which is a mirror and shows everybody walking around upside down. The exhibition of glass blowing gives everybody a hankering to try blowing glass themselves but only children and notable visitors are permitted the privilege.

This fat-cheeked boy will puff and puff until the big glass bubble bursts, alarming him and amusing everyone else. Famous persons who come in are invited to blow themselves a vase. Among those who have are Helen Hayes, Chuck Fenske and a vice president of the National City Bank who blew out-amp chimneys for a living when he was young.



When the thunder and lightning go off in General Electric's Steinmetz Hall, hats are knocked from men's heads and half a dozen scared women scoot from the Hall. But the rest of the capacity audiences sit and simply blink at G. E.'s thunderous imitation of nature. The twelve-minute show starts with two 5,000,000-volt bolts, goes on with

two 10,000,000-volters, ends with the hissing three-phase 1,000,000-volt manifestation shown above. Engineers who set off the lightning recently tried an experiment. They shot seven bolts of 5,000,000 volts each through a frankfurter to see if lightning would cook a hot dog. It didn't. All that resulted was a smell like that of burned firecrackers.

Lightning and thunder startle G.E. visitors

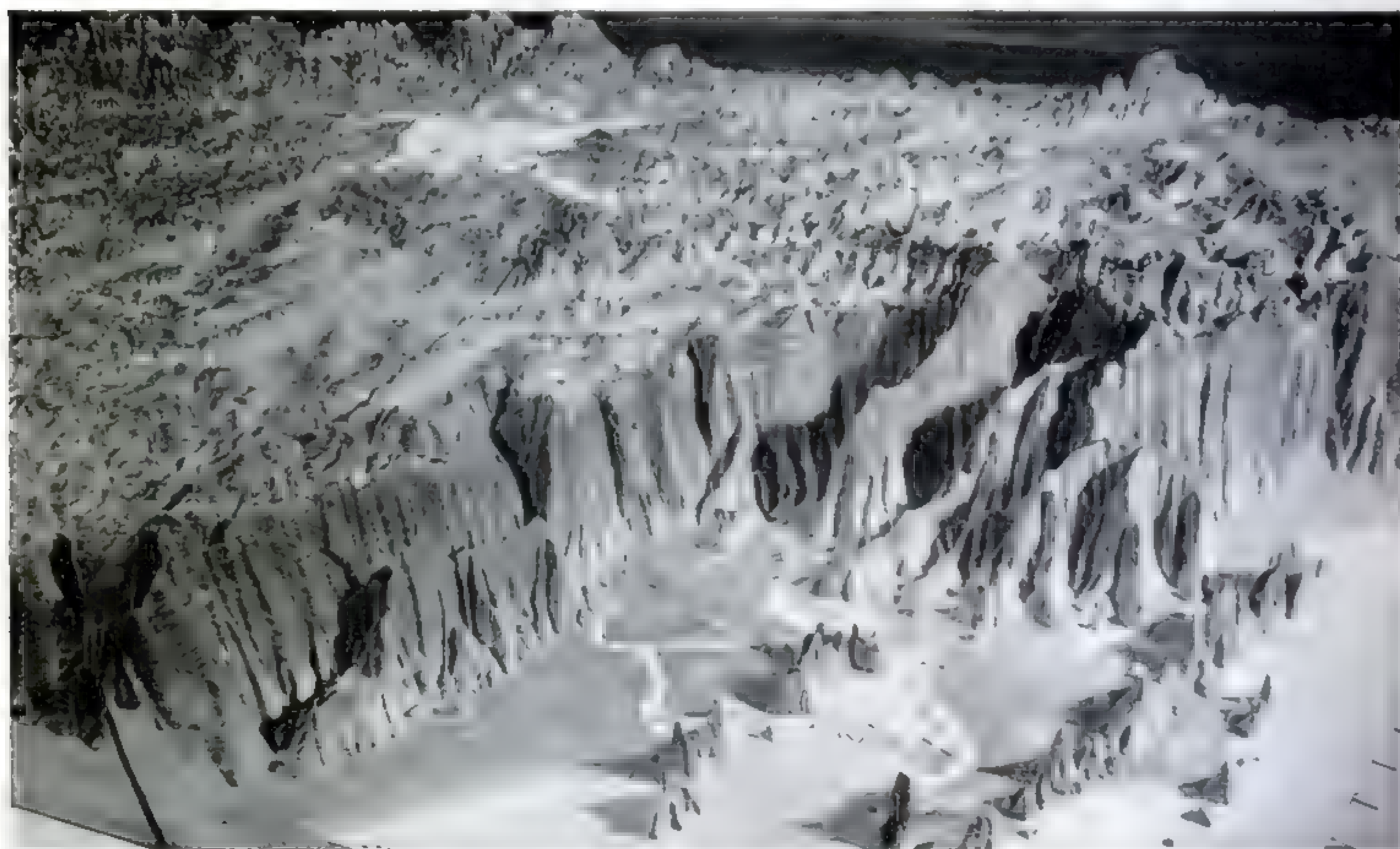
Exhibitors from 58 foreign lands show their varied wares



The French restaurant in the French pavilion is on a balcony overlooking the Lagoon of Nations, a corner of the foreign section. It has the best view, the most elegant food

and about the highest prices of any Fair eating place. Dinner reservations must be made a week in advance. Half a grapefruit costs 15¢, a consommé 60¢, the cheapest entrée

\$1.80, the cheapest vegetable 65¢, a cream 60¢ and coffee 50¢. But the food and wine are good. Exhibitors situated within sight of the lagoon, featuring a lake Lagoon below



Brazil describes the great coffee-producing region on its high Southern plateau with this detailed relief map. Down on the Atlantic coast is Santos, the world's biggest coffee

port. Back of it the mountains rise precipitously. The railroad grades are so steep—8% in some places—that it is necessary to haul the trains up by cable. On the high plateau

beyond, 5,000 ft. above the sea, is São Paulo (shown in *orange*), the most Americanized of Brazil's cities, second largest in population and the first in industrial importance.

What they eat and produce and remember of their history



Great Britain displays one of the four extant copies of its cherished Magna Carta. The one above is considered the best copy. It is written in medieval Latin on sheepskin.



Belgium mounts King Albert I in diamonds on a diamond-studded platinum horse. There are 2,800 diamonds in this 16-in. figure. All of them were mined in the Belgian Congo.



Russia does its Moscow subway with mirrors, walling two facing sides of a small room with looking glass to give illusion of a long station and tracks disappearing down a tunnel.



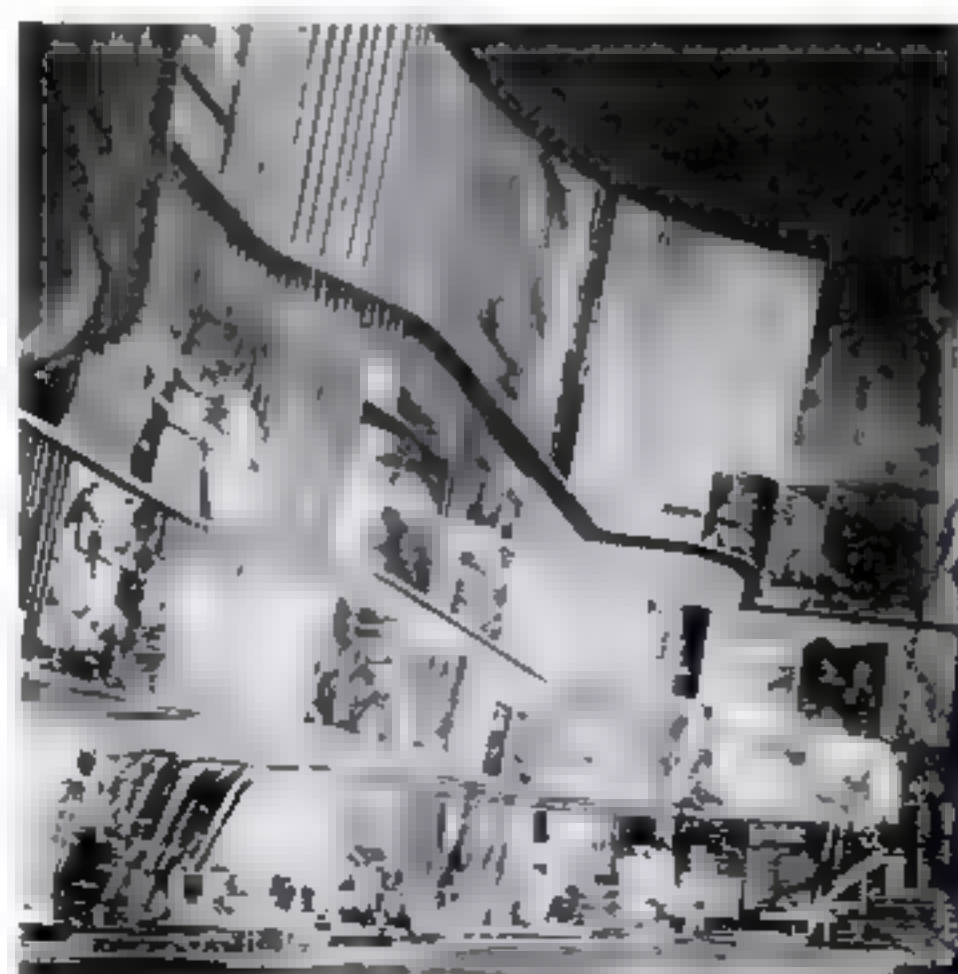
Sweden shows silver in its attractive pavilion. These modern pieces, striking in their simplicity, were designed by Baron Erik Fleming and Jacob Angman. A good portion

of the Swedish exhibit is taken up with handsome household pieces of glass, pottery, china, wood and metal. There are whole rooms furnished in the increasingly popular Swed-

ish modern style. But the prettiest part of the pavilion is the courtyard, landscaped with larches and flowers, where Swedish food is served and Swedish dancers perform.



Swedish "smörgåsbord" (*hors d'oeuvres*) is served from revolving table in the Swedish pavilion. On part of its ride table vanishes into the kitchen, comes out with trays refilled.



Finland boasts about its forests in a spectacular modern building whose curving walls are paneled in Finnish wood and decorated with large photographs of the lumber industry.



Turkey has a native restaurant where the specialties are *kebab* (lamb on spit, shown above), stuffed vine leaves, cracked wheat, rice, sticky pastry and thick syrupy coffee.



**The Aquacade swim show
is a No. 1 crowd-catcher**

The prettiest shows in the Fair take place on water—on the Lagoon of Nations where colored fountains play, over Fountain Lake where fireworks blaze, and in Billy Rose's Aquacade where girls swim ballet patterns on a tank stage. Mr. Rose's water spectacle is the smash show-hit of the Fair. One out of every six admission-paying visitors sees it.

It goes on four times daily, costs from 40¢ to 90¢. It has a hilarious house-wrecking comedy act, a swimming duct between Johnny Weissmuller and Eleanor Holm, a lovely solo by Miss Holm in waltz time. Above is the finale, with the chorus diving and swimming in formation while 48 show girls, one for each State, line the front rim of the stage.



Greatest piece of Fair eavesdropping takes place all day long in the A. T. & T. Building. In glass booths above are fairgoers chosen by lot to make a free long-distance call to any point in the U. S. with a couple of hundred perfect strangers listening in. When a call goes through, light bulbs on the map trace its course cross-country and the audience

glues its ears to connecting receivers. The conversations on this colossal party line are usually commonplace exchanges about weather and health. But once a young lady, doing the Fair with her beau, called her Kansas home and, while her beau listened, spoke to her young brother "Hey, sis," he asked excitedly, "have you hooked him yet?"

Telephone company gives away long-distance calls



IN THE FINAL SCENE, GIANT LOCOMOTIVES CHUFF ON STAGE AND DWARF THE POSTURING ACTORS. LEFT IS A NEW PENNSYLVANIA "K-4-5" RIGHT, THE LACKAWANNA'S "POCOINO"



Abraham Lincoln enters the plot en route to his first inauguration. In the New York station of the old Hudson River Railroad, he tells a reporter that the dream of a transconti-

ental railroad will soon come true. Train for this scene belongs to the Baltimore & Ohio Railroad. The locomotive which pulls it is the William Crooks, James J. Hill's first engine

Historical pageant



UNTAIN." "TRANSCONTINENTAL" IN BACKGROUND IS SHOW'S ONLY PROP ENGINE

The stars of the Fair's most massive show are not people. They are the most admired of all American machines—the railroad locomotives. In *Railroads on Parade*, produced four times a day in the Railroad Building, 20 real locomotives steam on and off the huge stage under their own power, answering their cues like veteran actors and completely overpowering the cast of 250 human performers.

Railroads on Parade has been produced four times elsewhere but this Fair's version is the best. Its story is the history of America's railroads, with historic engines used in their proper time and place. Most dramatic scene re-enacts the most dramatic moment in U.S. railroad history, the completion of the transcontinental railroad (at bottom). As the engines nose together, the narrator chants Bret Harte's lines:

*What was it the engines said, pilots touching, head to head,
Facing on the single track, half a world behind each back?*

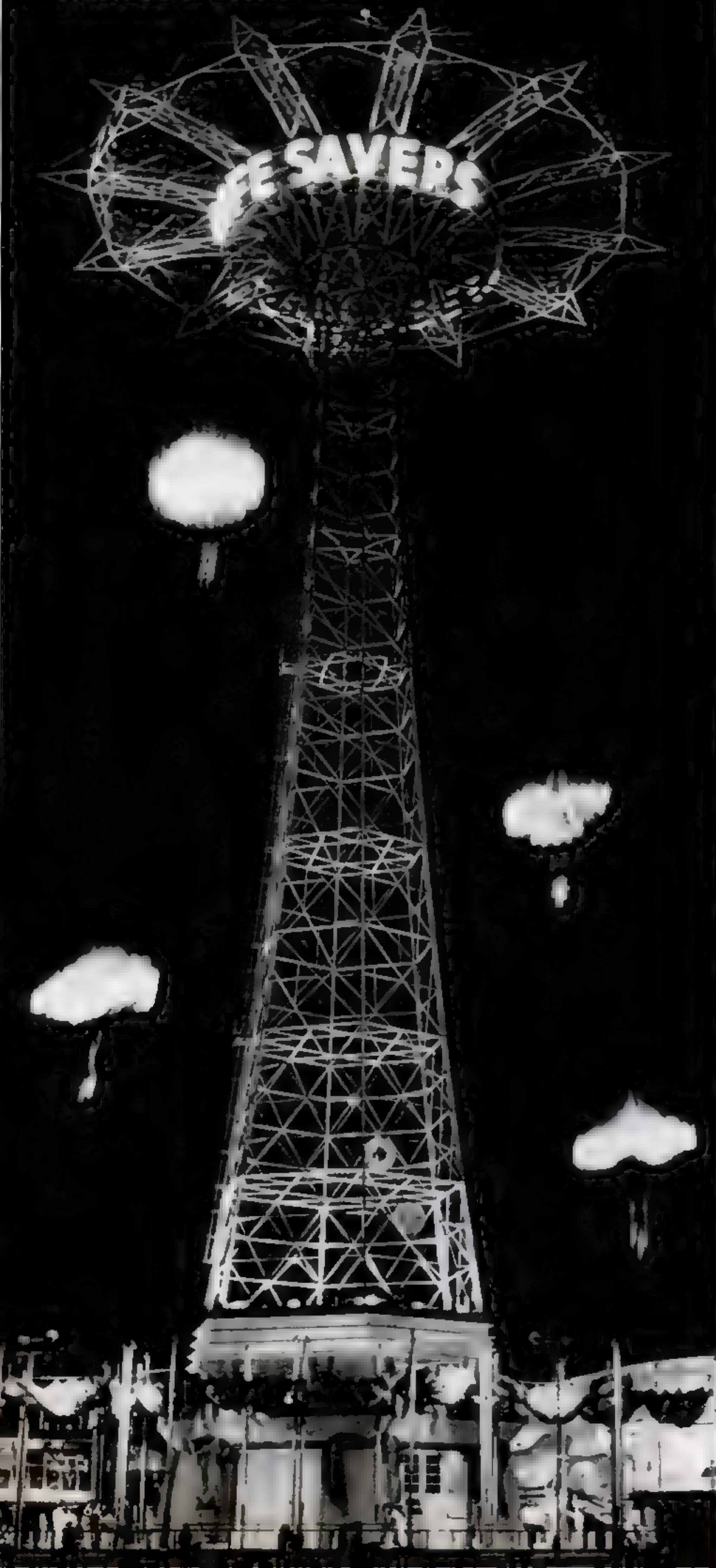


Oldest performer is the Baltimore & Ohio Atlantic, built in 1832 and still operating under its own steam. Because it lacks brakes, it is stopped by chocking its wheels with a thick plank.



At Promontory Point, Utah, in 1869, the transcontinental railroad was finished. As the famous golden spike is driven in, the Central Pacific's Jupiter and Union Pacific's 119 come

together. The Jupiter is played by the Genoa, built for the Virginia & Truckee in 1871. The 119 is played by Chicago, Burlington & Quincy's Pride of the Prairie, built in 1870.



Amusement area offers

History of all major U.S. expositions shows that peep shows are their most profitable and memorable contribution to U.S. culture. Before New York's World's Fair opened, Grover Whalen announced that it would contain no indecent exposure and that the amusement area—which by itself is larger than the whole Paris Exposition of 1937—would be kept scrupulously “clean.”

This high-toned prediction, as was to be expected, has proved entirely incorrect. Christened “Little Siberia” when the Fair first opened because it was so cold that the only comfortable performers were a flock of penguins in Admiral Byrd's Penguin Island, the amusement area now contains no fewer than eleven shows whose appeal is based primarily on female nudity. The New York police force has collaborated with the amusement area in wholehearted style. Raids on its exhibits have produced a quantity of free publicity and no discernible effect on its styles.

Between peep shows, amusement-area clients refresh themselves by examining freaks which range from a two-headed cow to a man who is turning to stone, by eating at any one of 25 restaurants and lunch counters, by sports ranging from pedal-boating to ski ball, or by an unparalleled assortment of rides. Most sensational ride is the parachute jump (*10*). Tied into chairs, customers are hurled up to the top of a 250-ft. tower in 58 sec. and dropped down in 15 sec. Squads of Fair parachute jumpers almost drown the joyous uproar of merry-makers, air horns, bands and Frank Buck's monkeys.

Other good rides are the super-charged madly racing cars (*opposite page above*) and a “bobble” which makes 14 breath-taking hairpin turns (*opposite page below*). Like the rest of the Fair, the amusement area is not completely free from defects. Its personnel is not sufficiently friendly. The smell of melted butter used for popcorn, mingled with that of the crowd, is unappealing.



Parachute jump ends when chair, in which couple have just dropped 250 ft., bounces harmlessly on shock absorber at bottom of wire guides. Tower was designed in 1933 by Commander James H. Strong to train Army and Navy fliers.

freaks, peeks and rides

LIFE'S GUIDE TO AMUSEMENT HIGH SPOTS

Aside from the Aquacade, the Parachute Jump and Dali's Dream of Venus, tops in their respective categories, the amusement section contains some 65 assorted attractions. LIFE herewith presents a brief guide to seven high spots.

CHILDREN'S WORLD: Seven-acre miniature world's fair where children may travel in miniature railways, ride donkeys to crater of a Hawaiian volcano. Exhibits include world's largest collection of toys, an Eskimo family in a real igloo, a one-ring circus, the Fair's only merry-go-round. World contains playground where children can be parked for tea a half hour. Defect: contamination.

CRYSTAL LASSIES: Sublimated peep show designed by Norman Bel Geddes, in which girl wearing flowers and veils of tulle dances on a mirror floor. Defect: dirty mirrors.

MERRIE ENGLAND GLOBE THEATRE: Miniature theater in which professional cast directed by Margaret Webster gives 45-min. versions of Shakespeare. Defect: lackadaisical acting.

CONGRESS OF BEAUTY: Dancers Faith Bacon and Della Carroll and 45 undressed show girls in a condensed musical show. Defect: laint intent.

HEINEKEN'S ON THE ZUIDERZEE: Dutch beer, served on terrace. Defect: lazy waiters.

SUN VALLEY: Half-hour ice-skating and ski-jumping show with yodelers, artificial 40-ft. waterfall and Alpine inn. Defect: dampness.

FRANK BUCK'S JUNGLELAND: Wild animals and a Malay camp in a jungle setting. Defect: animal smells.



Ice-skating Ballet in Sun Valley show goes on every hour. Midget racing cars (above, right) in Drive-a-Dragon go 20 m.p.h.; have superchargers which can be puzzled by occupant. Ballooned ride (right) goes 1,200 ft. in one min. 20 sec.



WORLD'S FAIR (continued)



Bottom the Weaver in Merie Lloyd's *Midsummer Night's Dream* wears a high-grade cork's head. Unlike Elizabethan theaters, there are seats in orchestra, none on stage. Scenery is simple.



Artist's Village was perfect den where crowd watches a little subject set for "mass" on stage.



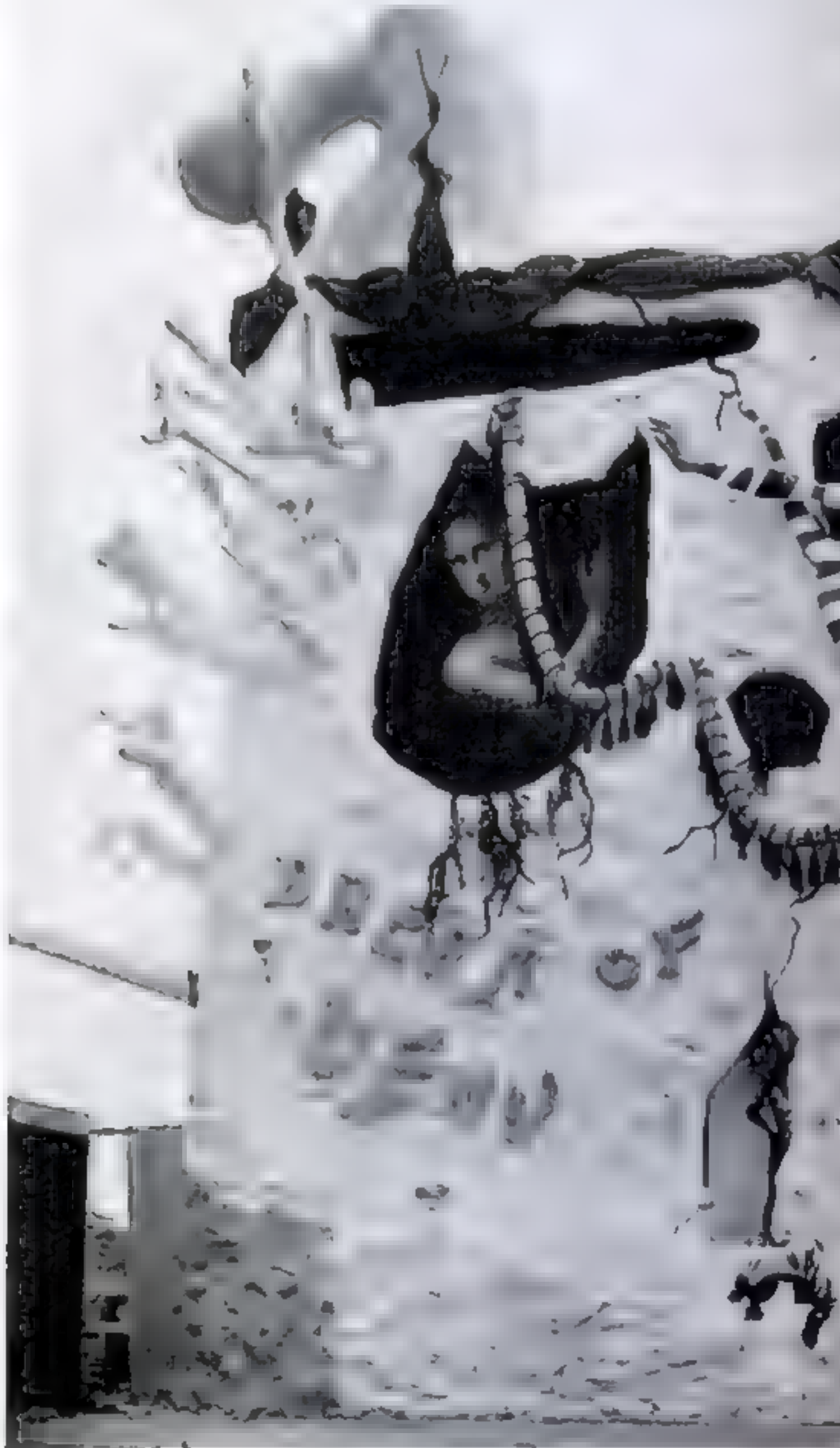
Old-fashioned tintype photographer is one of the many antique specialties in the Crystal Palace.

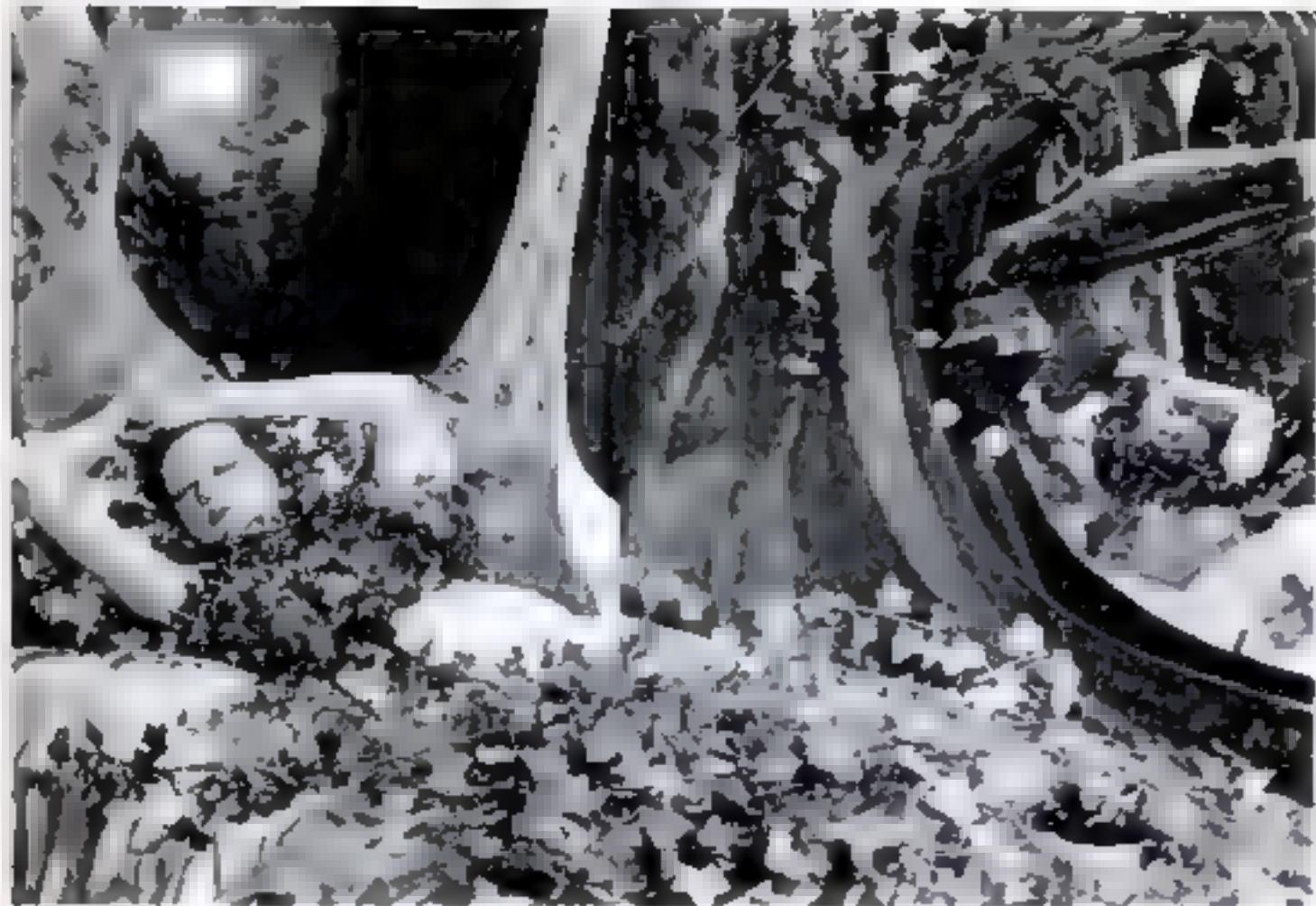


Girls in Nils T. Granlund's Congress of Beauty are covered by fans when they appear on stage, wave them aside during the dance. Between scenes, the girls stroll about outside in leaf costumes.



Dali's Dream of Venus, the creation of famed Surrealist Painter Salvador Dali, is the most recent addition to this still growing list of attractions. The girl shows and easily artist amazing. We're having coffee and dry turkey and cold cut. In the wet tank now, girls swim their water talk a satirical pose, tap the painter's legs and float on seaweed. A board of piano is painted on the room's made figure of relief.





In Dry Tank of Deli's Dream of Venus, where a sleeping Venus reclines in 36-ft. bed, covered with white and red satin, flowers and leaves. Scattered about the bed are lobsters, flying chickens, rat cages and bits of champagne. The outside of the building, which is a reproduction of an Egyptian temple, is ornamented with plaster friezes, spikes and other grandiose details. All this is most interesting and amusing.



In Morris Gest's Little America, 700-ft. long, for a production of village complete with 1700. Thirty-six, theater, garage, post office, country club, stores. 'Midgets' ages range from 10 to 50.



Congress of Beauty girls stroll about or doze in garden on full view of the public between shows.



Can can dancers are feature of Little Old New York show. Low-cut girl shows in novels.



Girls in Arctic show parade on runway with harker before being sealed up between cakes of ice. They remain in ice for six to eight minutes each, signal when they can no longer stand the cold.

CONTINUED ON NEXT PAGE

FAMED EXPLORER

OF THE MYSTERIOUS GOBI DESERT

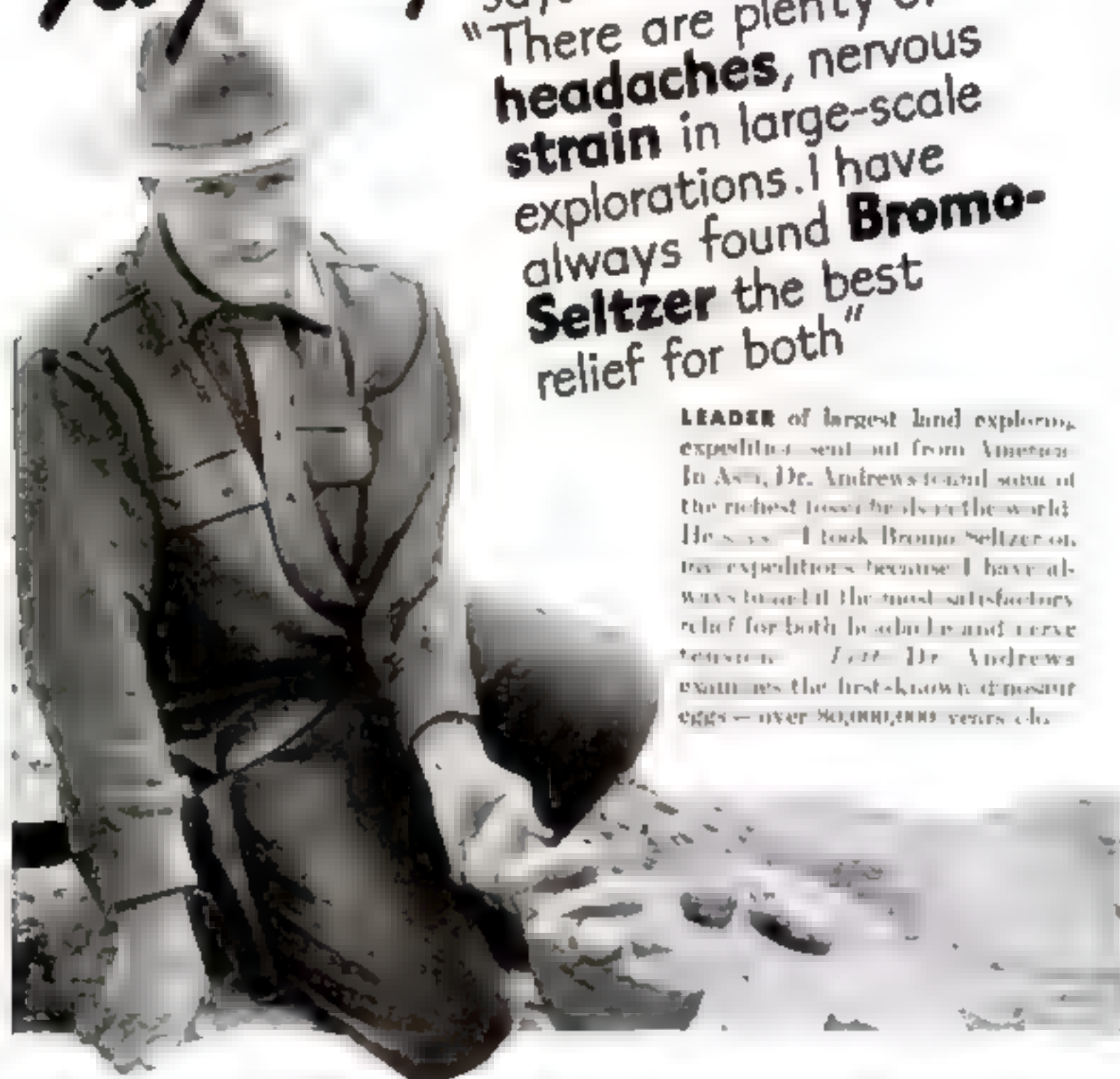


Roy Chapman Andrews

says:

"There are plenty of headaches, nervous strain in large-scale explorations. I have always found **Bromo-Seltzer** the best relief for both"

LEADER of largest land exploring expeditions sent out from America. In Asia, Dr. Andrews found some of the richest fossil fields in the world. He says: "I took Bromo-Seltzer on my expeditions because I have always found it the most satisfactory relief for both headache and nerve tension." *Left:* Dr. Andrews examines the first-known dinosaur eggs—over 80,000,000 years old.



Headache strains your Nerves



MRS. ANDREWS, lovely wife of this celebrated scientist, says, "I always keep Bromo-Seltzer at home. It's such a splendid headache remedy!"

Relieves **HEADACHE**
—Calms **NERVES**

YOUR nervous system is disturbed by headache. That's why headache is best treated by a remedy made to do at least 2 things . . . ease pain fast and steady your nerves. Bromo-Seltzer does both. Tests by a group of doctors have proved this.

Next time you have a headache, take Bromo-Seltzer.* How fast the pain is relieved! You feel steadier, too less dragged down. Keep Bromo-Seltzer at home always. Buy it at drugstores and soda fountains.

*For frequently recurring or persistent headache, see a doctor. For the ordinary headache, take Bromo-Seltzer.

**BROMO-
SELTZER**

WORLD'S FAIR (continued)

Gate-crasher finds Fair

Most frequent objection to New York World's Fair is that it is too expensive. This is based on fact that admission is 75¢ and that, while the major industrial exhibits are free, such essentials as drink, food, transportation and amusements are by no means cheap.

Actually, the World's Fair is as cheap or as expensive as a visitor chooses to make it. On these pages LIFE presents the Fair's No. 1 Gate-crasher, Joseph Mullally, who demonstrated that it is quite feasible not only to attend the Fair but to live there indefinitely



Gate-crasher Mullally's system for entering the Fair is simple. He finds a group of children who get in free, walks in with them. Ticket-takers mistake him for teacher



A quick free shave is given to Mullally by the polite Remington Rand demonstrator.



At the Electric Pressor, Mr. Mullally has his trousers electrically creased.



Breakfast coffee is given him at the counter without charge by the Beech-Nut girl.



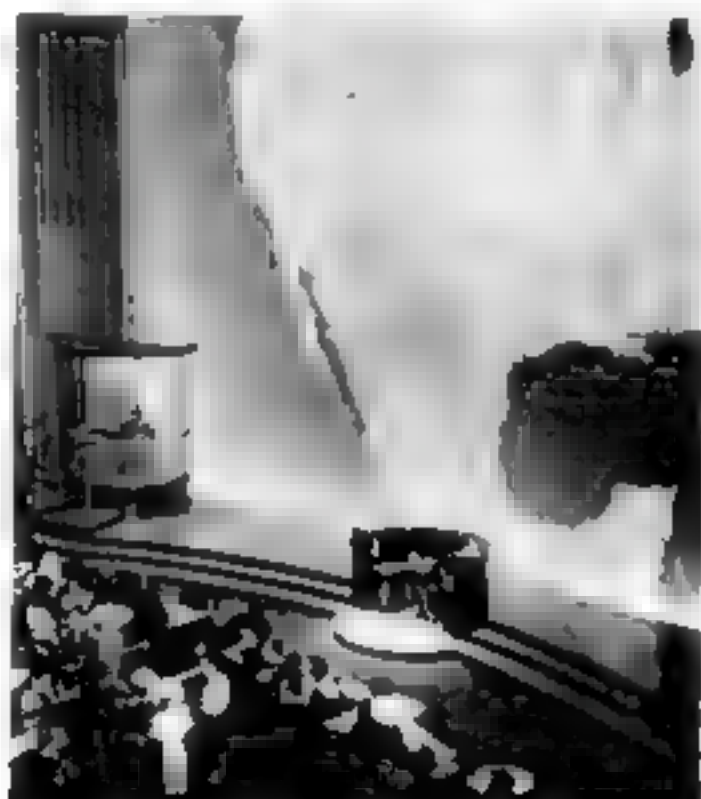
A French lesson at Linguaphone Institute helps Mullally pass morning.

inexpensive place to live

without spending any money at all. The pictures on this page are by no means a complete record of Mr. Mullally's remarkable activities at the Fair. While LIFE's photographer was held up briefly at the entrance gate for an inspection of his press credentials, Mr. Mullally not only got into the Fair free but did so six times at the same gate. If Fair officials now begin looking for Mr. Mullally, they will be too late. He has moved to San Francisco where he will soon marry the girl he met at the New York World's Fair.



Stamps for a letter cost Mullally nothing at hospitable Westinghouse.



A free phone call to his mother in California is made at the Bell Telephone exhibit.



In General Motors Futurama, Mullally meets Elvie Trimbora, his fiancée.



Soup and spaghetti at Heinz sample counter (above) is followed by sample Danish dessert.



A restful night is spent by Gate-crasher Mullally in sleeping compartment of the Coronation Scot. Overlooked by the guard, he is locked in from 10 p.m. to 10 a.m.

Daring FATEdaily

THE skill of this man enables him to dive safely from a dizzy height into a tiny, shallow pool...but the motorist, regardless of his skill, is helpless in "split-second" emergencies when his car skids or a tire blows out. Driving hazards, particularly on wet, slippery pavement, can be minimized by equipping your car with Fisk Safti-Flights—"America's Safest Tires"—all around. See the nearest Fisk dealer for proof.

THE FISK TIRE COMPANY, INC.
CHICOPEE FALLS, MASS.

The white cross-strips which you see are inserts of soft but very tough rubber, which extend below the ribs. Their purpose is to make the tread flexible and thus to increase its stopping and non-skid efficiency. While the ribs actually are continuous, without break or cut, the effect of the gum inserts is to divide the tread into hundreds of deep, flexible blocks.

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AMMEN'S
POWDER
For Skin Comfort



**NOW EVEN
BLONDES
MAY HAVE A
LOVELY
TAN**



- 1** Blocks out harmful, burning rays.
- 2** A greaseless liquid—quick drying—easy to use.
- 3** **NON-oily**—does not pick up sand.

If you have neglected to protect yourself with Skol Liquid-Cream! Antiseptic, it relieves sunburn pain, promotes healing.

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Speedy HEADACHE RELIEF!

*You get swift comfort!
No jittery after-effect!*

Here it is! **STANBACK!** Acts fast! Won't leave you uneasy! Also amazing relief from neuralgia, muscular aches and similar pains. Millions used yearly! Know why? Hurry! Get **STANBACK!** 10¢ 3.51 at drug stores.

TRIAL OFFER: 25¢ Package! Mail this ad and 10¢. Do it NOW! *"Snap back with STANBACK"*

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Brooklyn, N.Y.



"FIRST NIGHT IN A HAMMOCK" ABOARD THE ACADEMY TRAINING SHIP



CUTTER DRILL ON THE SEVERN: SCENES LIKE THIS STILL OCCUR ANNUALLY



"GREAT-GUN EXERCISE": THE PLEBS ARE FRIGHTENED BY THE GUN'S ROAR

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ABBREVIATIONS: BOT BOTTOM, EXC, EXCEPT
LT LEFT, RT, RIGHT, T, TOP, A P APPENDIX
THE PRESS, N & NACKE, NAD, NAK, NENOP
EAS, INT, INTERNATIONAL, W F, WIDE WORLD

Stop suffering! New **SUPER-SOFT** Dr. Scholl's Zino-pads relieve pain quickly; stop the cause—shoe friction.

and pressure; help keep you free of corns. 630% softer than before! Don't come off in bath. Separate Medications included for removing corns. Cost but a trifle. At all Drug, Shoe, and Dept. Stores.



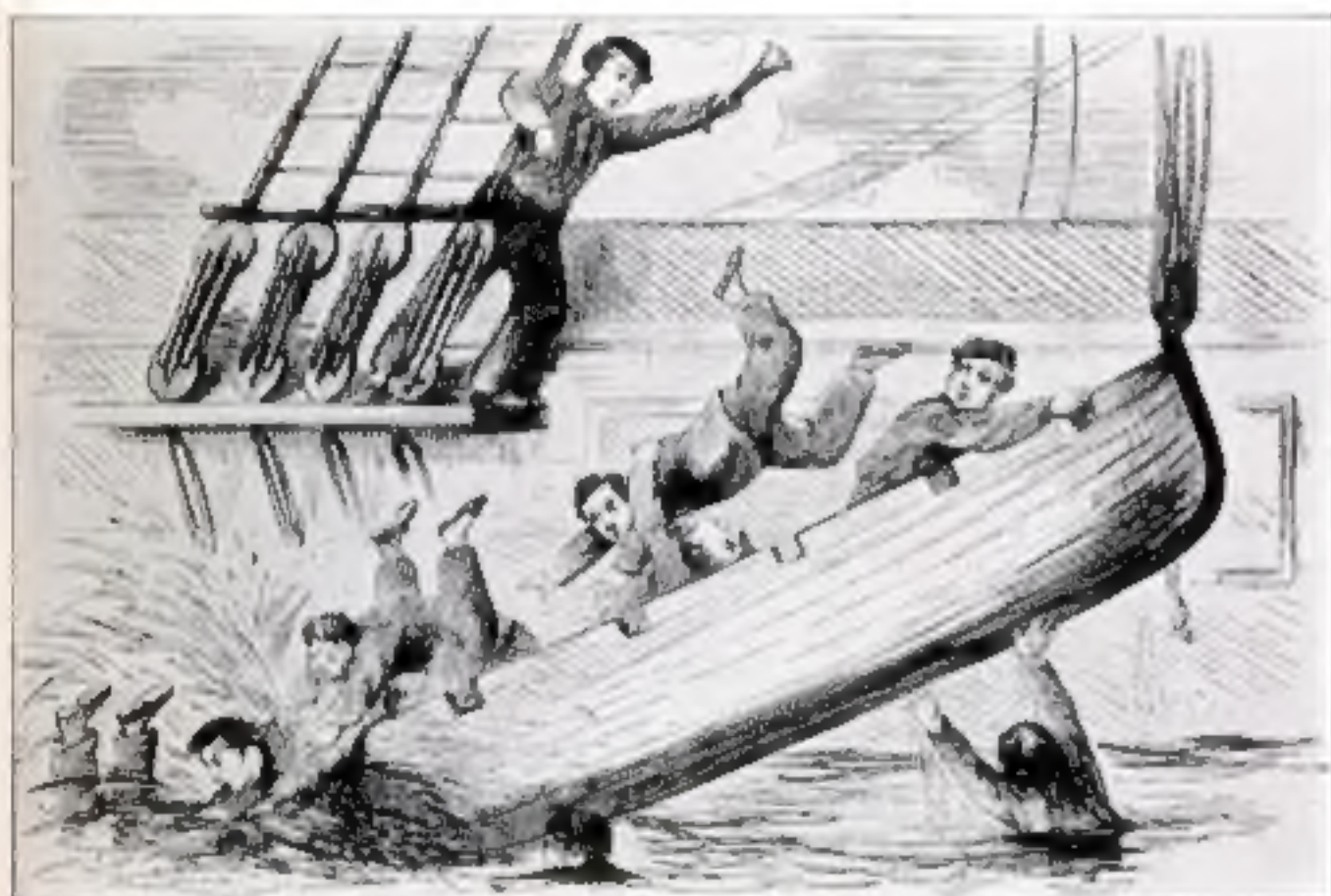
Dr Scholl's Zino-pads



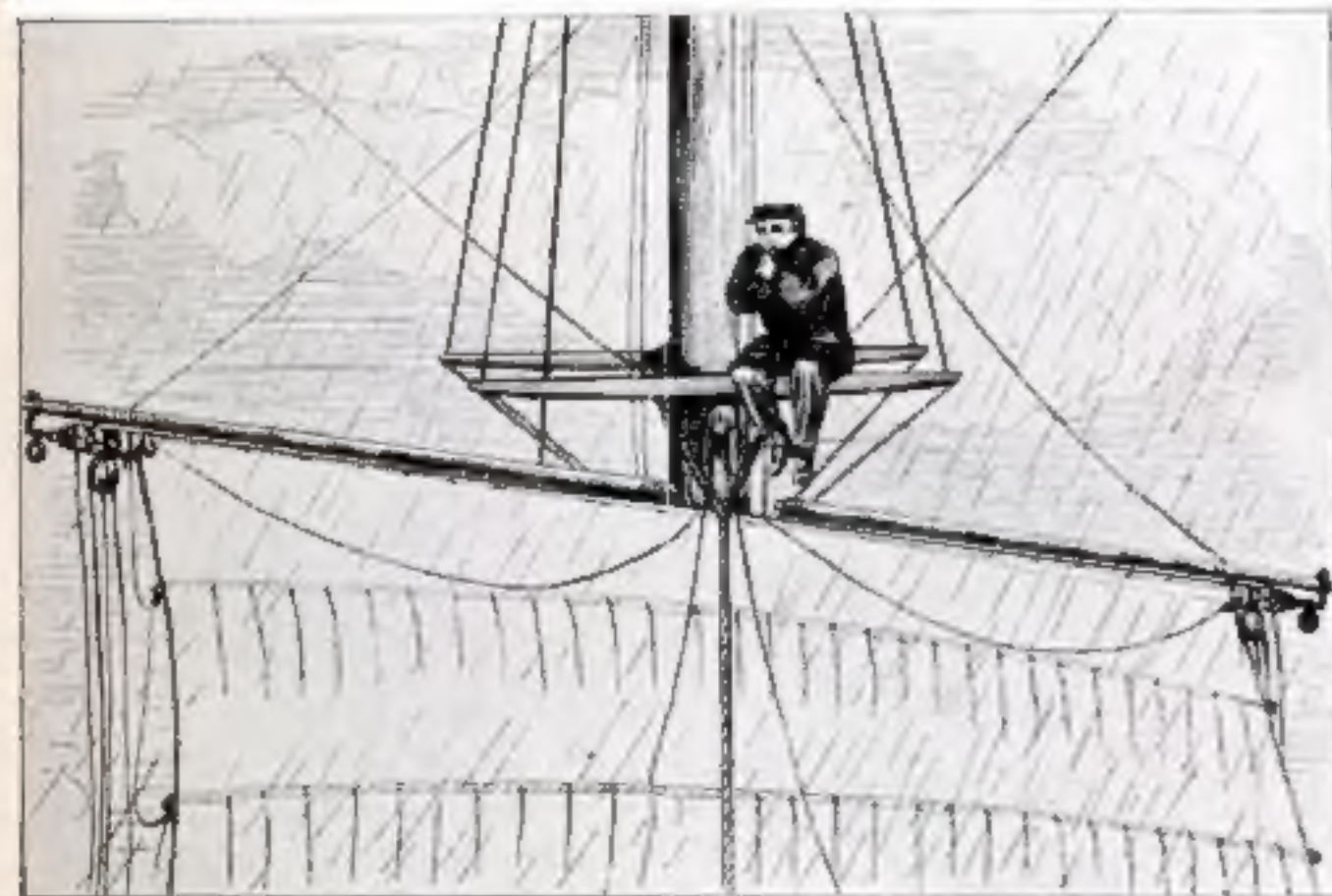
RIFLE DRILL: FORT SEVERN (1881-1981) APPEARS IN RIGHT BACKGROUND



PRACTICE CRUISE: MIDSHIPMAN DANGLES PORK TO NAUSEATE SEASICK PLEBES

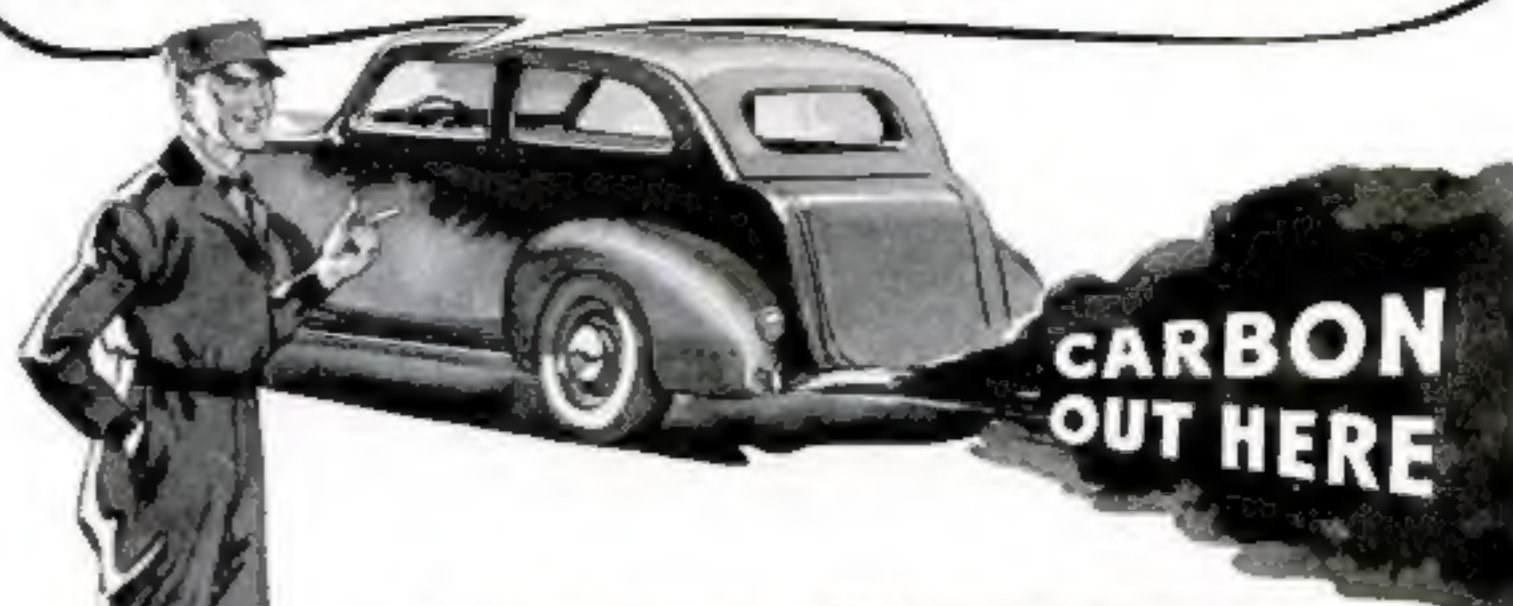


ATTEMPT TO LAUNCH A SMALL BOAT: "WHO LET GO THAT AFTER-FALL?"



A CADET AFTER FOUR HOURS OF PUNISHMENT DUTY AT TOP OF MAST

DRIVING THE CARBON OUT IS LIKE
ADDING ANOTHER CYLINDER TO YOUR MOTOR



● Nine out of every ten cars show by test a loss in compression of 20 to 30% after the first 5,000 miles. ... Gum formations on valve stems, in the guides, piston ring grooves and on piston heads act as binders for carbon deposits, cause power losses resulting in a sluggish, noisy engine.

... A KARBOUT Clean-Out Treatment quickly relieves this condition. KARBOUT dissolves the gums and permits valves to seat forcibly, restoring lost compression and power and increasing acceleration.

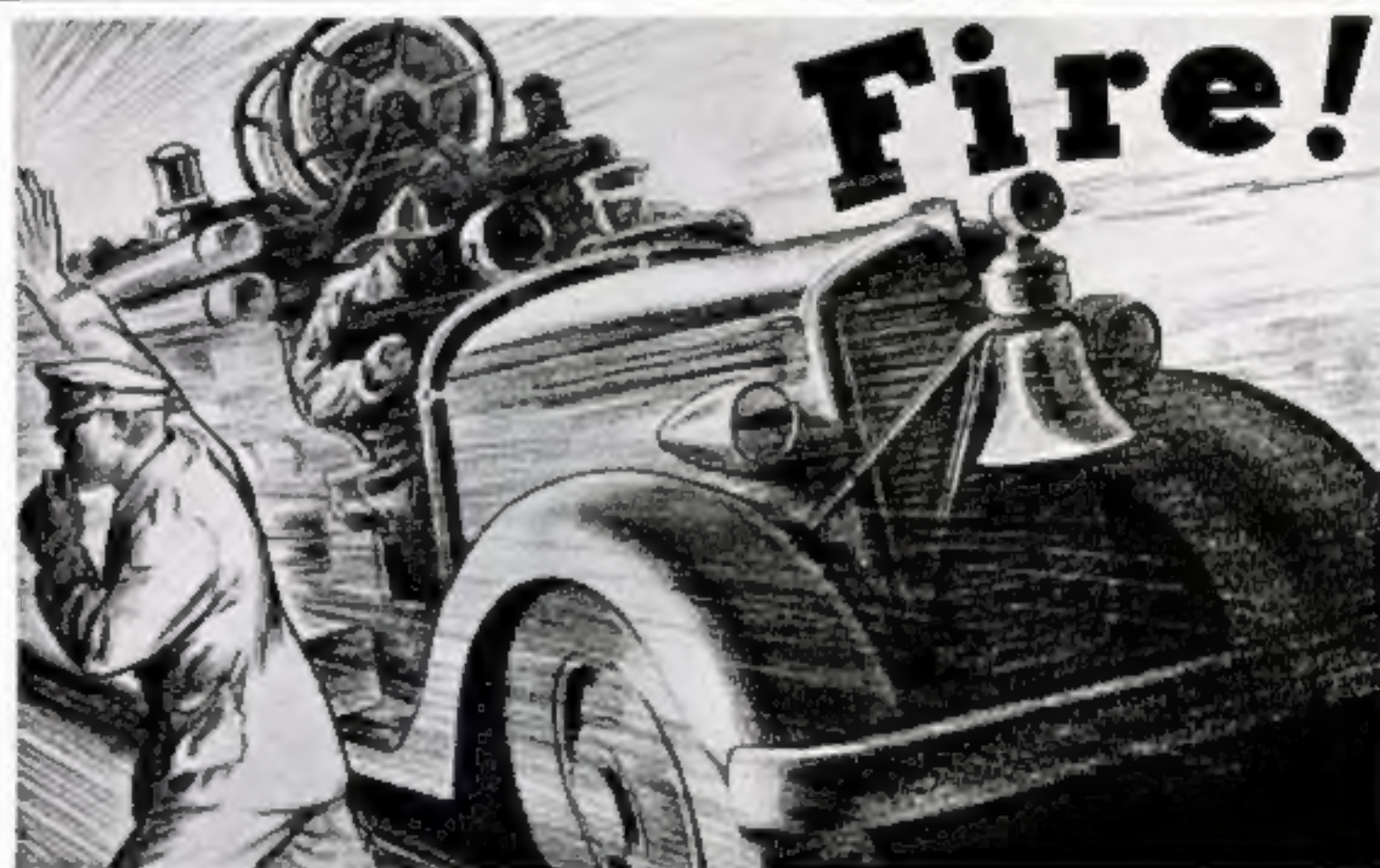
... A KARBOUT Clean-Out Treatment equalizes compression in all cylinders and assures a quieter, smoother running engine ... More than 100,000 car dealers, garages and service stations can give your engine a KARBOUT Clean-Out Treatment in less than 15 minutes and for the small cost of \$1.00 ... Made by THE SHALER COMPANY, Waupun, Wis.



This KARBOUT treatment will do to an internal combustion engine just what the old-fashioned sulphur and molasses concoction did when spring fever and its ailments set in—Have your engine rejuvenated today.

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Whether a blaze becomes a disastrous fire depends upon what happens the first few minutes after the alarm goes in. Hundreds of fire engines* race with the throttle open. Equipped with Grey-Rock linings, they know they can stop safely. They rely on a smooth, balanced, responsive pedal. You, too, can get the same Quick, Quiet, Smooth Stops and Longer Brake Lining Wear.

*Names on request.

MAKE YOUR CAR JUST AS SAFE WITH

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BALANCED BRAKE LININGS
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LOOK FOR THIS SIGN OF FIRST CLASS SERVICE STATIONS



Streamline your picnics

WITH THIS SPICY SPREAD



Declare Your Independence this 4th of July! A box or two of crackers, a can or two of Underwood Deviled Ham. It is the easiest way to pack a picnic!



Sandwiches are simple, too—with Underwood Deviled Ham all ready to use. Because this famous sandwich spread is prepared only from fine whole ham, chopped to a smooth consistency and seasoned with savory spices, it has an exquisite flavor all its own. Get two or three cans today.

FREE: "FINE FOODS," new recipe booklet... If your grocer does not carry Underwood Deviled Ham, write us and we will see that you are supplied. Wm. Underwood Co., 99 Walnut Street, Watertown, Mass.

Also made IN CANADA, sold at the same price.

UNDERWOOD



In Tins or Table Jars

★ THE definite purpose of LIFE is to inform its readers of what is going on in the world today—to bring them the news which can best be told in pictures. ★

Save Time and Labor with MONTAMOWER

Mows and Trims Lawns in One Simple, Easy Operation

Tired backs and aching arms just don't happen to users of Montamower. All the drudgery and noise of lawn mowing is done away with. No dead weight to push. Instead, just 7½ pounds of live mechanism that first gathers, then cuts the grass closely, smoothly and to correct height; no matting; no streaking; no clatter; no rattles, spike grass and weeds, right up to walls, fences, trees or posts; through long grass, dandelions, fencibles, or posts; leaves no fringes to be trimmed by hand. Cutters are self-sharpening. Built to last many years. Guaranteed. Thousands in use. Sold direct from factory. Costs little. Write for literature.



MONTAMOWER DISTRIBUTING CO.
322 HOUSEMAN BLDG.
GRAND RAPIDS MICH.

PICTURES TO THE EDITORS

(continued)

YAWNS

Sirs:

These are my twin sons, Warren and Lauren, enjoying the same frame of mind.

Omaha, Neb.

D. L. WHISENAND



HIPPOS

Sirs:

Walking through the Zoo in New York's Central Park with my husband

and children, I noticed the enclosed... I call it "itty bitty poo."

MRS. PHIL BAKER

Mamaroneck, N. Y.



GONE TO THE FAIR

Sirs:

On May 23 every store save one in our city was closed and carried a sign "Gone to the Fair." The occasion was "Los Gatos-Saratoga Day at the Exposition."

A special ferry boat was chartered and a special train engaged to carry Los Gatos residents to San Francisco, 50 miles

distant. So many of the town's 4,800 residents decided to go that two special trains of 27 cars were required to transport the crowd.

This photo shows the barricades in front of one store.

W. W. CLARKE
Secretary-Manager

Los Gatos Chamber of Commerce
Los Gatos, Calif.



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Busy Business Woman

famous for delicious

"Salad Bowl" suppers, says...

WHY SHOULD ANYONE BOTHER TO MAKE FRENCH DRESSING AT HOME? I USE THIS REAL FRENCH DRESSING MADE WITH "FRESH-PRESS" SALAD OIL. IT TASTES FRESHER THAN HOME-MADE!



BE KIND TO YOUR EYES

Test the Goggles You Buy!



You can't be blamed for taking chances on some things in life, but why risk your eyes... you'll never get a new pair. Take goggles for instance. Many seem harmless, yet are so out of focus they impair vision. Be kind to your eyes! Test the goggles you buy. OPTIKS are scientifically tested for true focusing before leaving factory. OPTIKS are furnished with genuine ground and polished sun lenses.

Allen Jones & Irene Morris in exclusive photo wearing OPTIKS in Hollywood.

OPTIKS are made in the newest attractive frames—cost only 50c a pair.

OPTIKS are on sale at leading stores. If dealer cannot supply you, send us 50c (stamps or coin).

LAPIN PRODUCTS INC.

200 Varick St., New York

(In Canada 75c—Canadian Lapin Products, Ltd., 49 Wellington St., West Toronto, Ontario.)

MAKE THIS TEST

Focus glasses on target on right. Move glasses up and down. If circle moves with hand motion, lenses will distort your good vision. With OPTIKS circle remains stationary, which indicates no distortion or other dangers to good vision.



If they're OPTIKS they're tested

Bolivia

too, has a
Bridge of Sighs!



1. "Want to know how it feels to cross Niagara Falls on a tight rope?" writes J. T. Campbell. "Then try a Bolivian rope bridge like the one I crossed going to La Paz. When I first saw it, I said to the guide, 'Risk my neck on that? No sir!'"



2. "But you can't swim Bolivian rapids. So I had Diero get out our most precious burden—a bottle of Canadian Club—one bit of baggage I wasn't trusting even to a sure-footed llama! I shut my eyes, and started.

3. "That was some ordeal. I didn't dare look down at the rapids hundreds of feet below until we reached the other side. Then I sighed with relief, and sat down on a rock to reward myself for my courage.

I'm sure you can guess what my mellow reward was. And I want to add my particular praise for Canadian Club's fine flavor—it's the best reason I've ever tasted for crossing a bridge!"



Why so many Americans have changed to this Imported Whisky

In one minute you can discover why many Americans who formerly preferred Scotch, rye, or bourbon have changed to Canadian Club... Just taste it!

ENJOY Canadian Club's utterly distinctive flavor, rich, yet light. You'll understand why, today, twice as many Americans drink Canadian Club as did two years ago! You'll understand why it is that, although some like Scotch, some like rye, some like bourbon—everyone likes this rare imported whisky!

And remember, you can stick to Canadian Club—in cocktails before dinner or highballs after! Canadian Club Blended Canadian Whisky. 90.4 proof Hiram Walker & Sons Inc., Peoria, Illinois. Distilleries at Peoria; Walkerville, Canada; Glasgow, Scotland.

**IN 87 LANDS
WHISKY-WISE
MEN ASK FOR**

*“Canadian
Club”*

6 YEARS OLD



**Now the whole family
enjoys Breakfast again**



A breakfast of Shredded Ralston, with milk or cream and your favorite fruit, is a happy way to provide a family with a nourishing morning meal. The tempting flavor and novel bite size of Shredded Ralston make us *want to eat*, when appetites are fussy. Shredded Ralston, being pure whole wheat, also supplies vitamins, minerals and other vital food elements required to keep us feeling fit and regular.

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... famous men and women in person.
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IT'S BITE SIZE

